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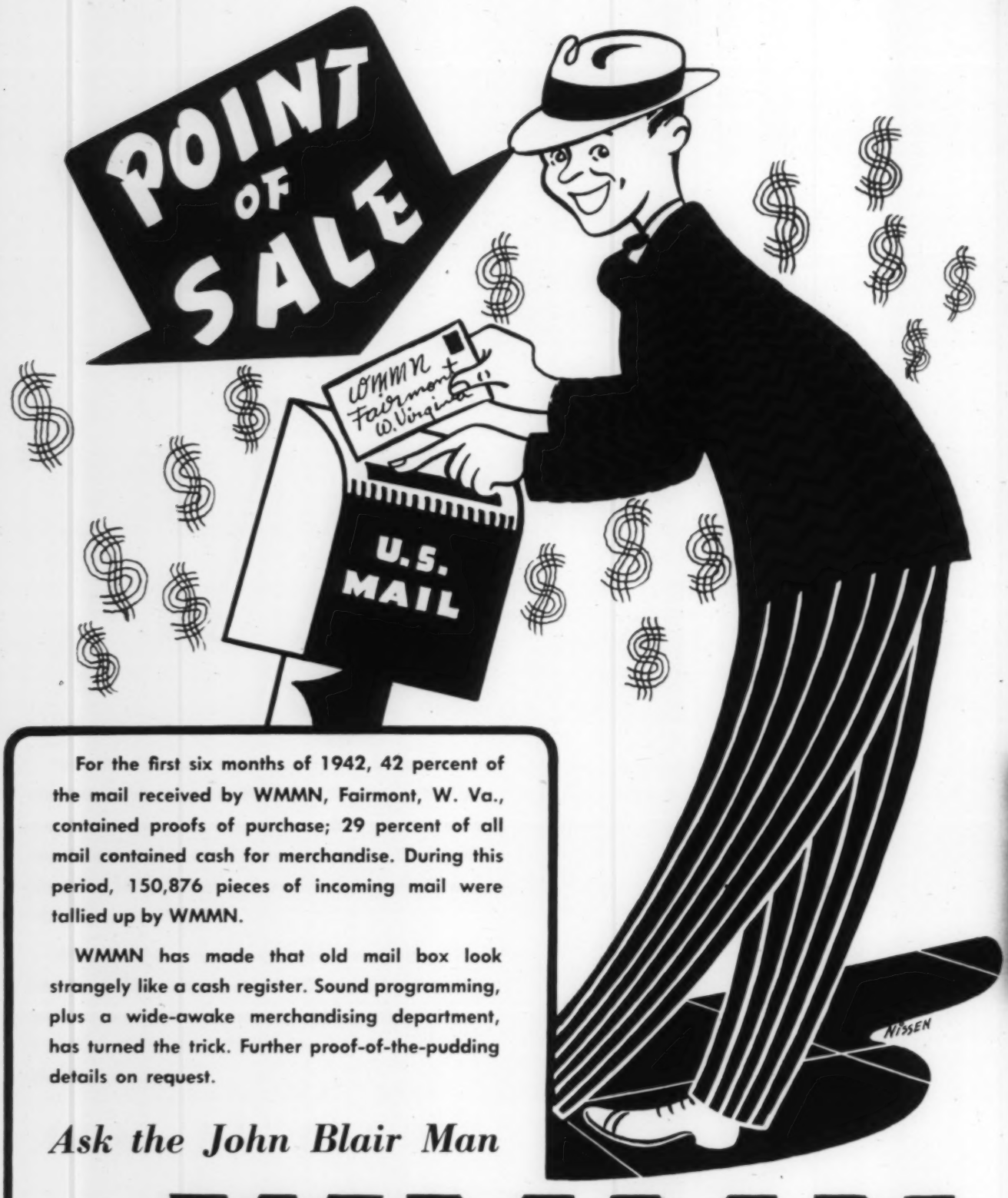

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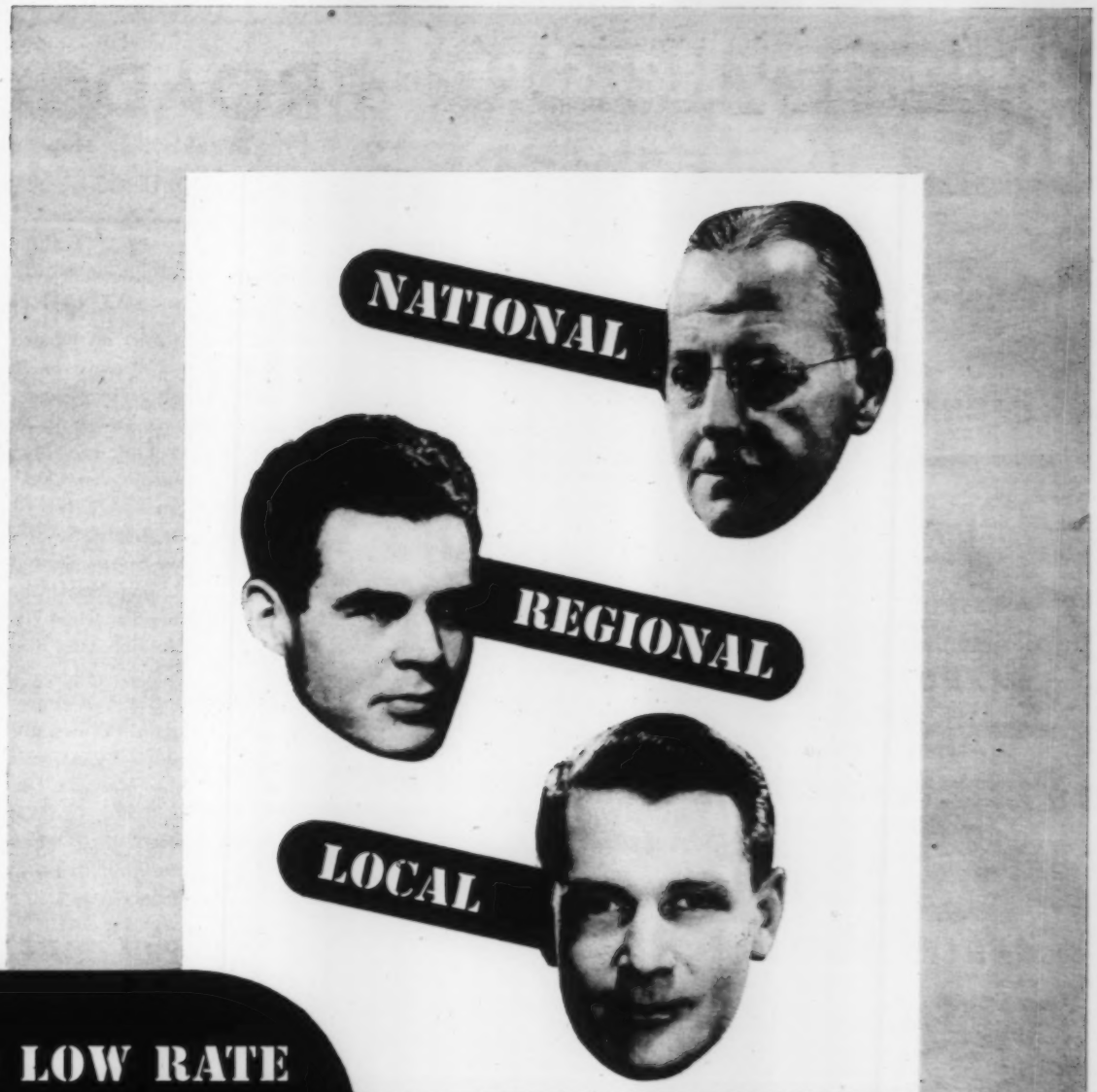

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BASIC CBS HARTFORD

WDRC

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Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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Pri-mary Read-er for Time Buy-ers

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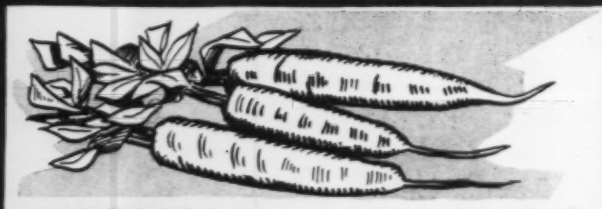

CARROTS Garden vegetable, good for complexions. Good for farm income, too. Not a major Nebraska crop, like corn and wheat. But illustrated to remind you that no matter what Nebraska farmers grow, there's a profitable market demand.

CAULIFLOWER Another vegetable. Public opinion is divided as to whether Cauliflower is delicious. But the vote is unanimous that it's wonderful as a source of substantial cash.

CLAMS

Slang expression meaning lettuce, which is a colloquialism meaning money. Nebraska farmers are burdened now with money (clams, to you). And they're ready to spend it for the things you offer. Make sure they *do* spend it with you, by telling them all about your goods over KFAB. That's "their" station. You need KFAB, to do a complete selling job in the farm markets throughout Nebraska and her neighboring states.

KFAB LINCOLN, NEBR.

FOR CITY LISTENERS, use **KOIL** OMAHA

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BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

VOL. 23 • NO. 4 JULY 27, 19[illegible]

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AND WASHINGTON IS FIRST IN EFFECTIVE BUYING POWER

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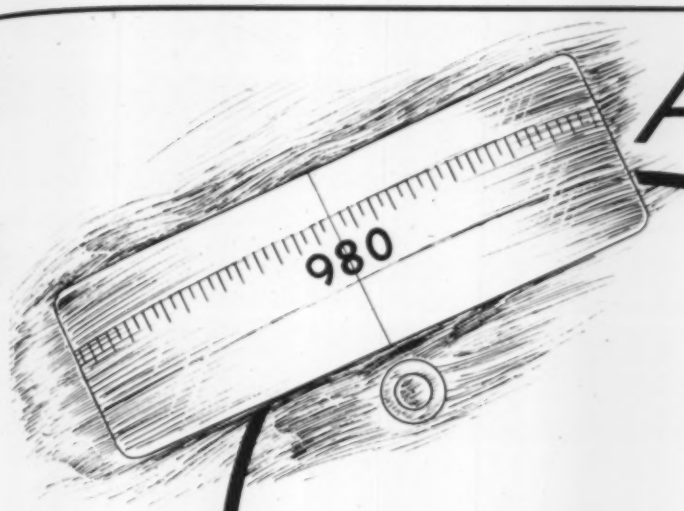

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NATIONAL REPRESENTATIVES—SPOT SALES, INC.

5000 WATTS

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.

980 KILOCYCLES

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C. W. MYERS

PRESIDENT OF KOIN, TREASURER OF KALE, PORTLAND

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23 years, Advertising and Business Manager of various newspapers in Michigan, then Iowa, then Oregon
1925—Organized KOIN, Inc. — built Station KOIN, Portland
1931—KOIN affiliated with CBS
1931—Served first of ten terms as Director of NAB
1932—Organized KALE, Inc., to take over Station KALE
1934—Served first of two terms as Second Vice-President, NAB
1936—First Vice-President, NAB
1937—President, NAB
1937—KALE affiliated with MBS

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Here at F&P, too, we are privileged to make some contributions, however small, to the future of radio. No, not by helping to formulate policy, but by helping to make radio a *profitable venture for advertisers* and hence a stable and desirable business for all the rest of us. . . . Sometimes these contributions take the form of devoting an entirely unreasonable amount of time to some logical account which isn't yet sold on radio. Sometimes our contribution may be deliberately to *unsell* some over-hopeful prospect who wants to plunge too hard. . . .

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BROADCASTING
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Broadcast Advertising

Vol. 23, No. 4 WASHINGTON, D. C., JULY 27, 1942 $5.00 A YEAR—15c A COPY

Petrillo to Face Courts for Record Ban

Government's Suit to Be Filed Before Aug. 1; Delay by AFM Possible

CAUGHT IN a Government pincers instigated by an aroused public, President James Caesar Petrillo of the American Federation of Musicians this week must answer to the courts for his ban against recording for public performance and his stifling of amateur musicians.

The AFM president, who has wielded fabulous powers without Government restraint, could not be reached last Thursday or Friday, following announcement by Attorney General Francis Biddle that an injunction suit under the anti-trust laws will be filed. There was no comment from other AFM officials either on the Dept. of Justice or the FCC action to investigate the Petrillo onslaughts.

With AFM's 140,000 members on notice that they shall not record for radio, juke boxes or other non-private works effective Aug. 1, the Anti-Trust Division will file suit this week—prior to the Aug. 1 deadline. The case will be taken either to Chicago, where Petrillo heads the local AFM union, or to New York, where AFM headquarters are located. Petrillo has never relinquished his presidency of the Chicago local.

Chance of Deferment

While reports were current that AFM might postpone the July 31 recording ban in view of the Government moves, there was no confirmation of this from Petrillo's headquarters. Because of the lambasting the union has been taking, not only from the public and in newspaper editorial columns, but from its own members, those close to Petrillo thought he might use the Government intercession as a vehicle to defer the transcription deadline as well as other projected bans.

As things stand now, there is still the threat of a national strike of AFM musicians growing out of the inability of KSTP, St. Paul, to evolve a new contract with the Twin Cities musicians local. While the station capitulated to most of the union's demands for increased personnel and pay, it has not been able to complete a settlement [see page 8].

Whether in the light of last week's developments Petrillo will carry through his threat of attempting to force NBC to discontinue service to the Twin Cities outlet, under pain of a national musicians strike, was problematical. It was clear, however, that NBC, CBS and the BLUE Network do not propose to yield to AFM pressure of that sort and summarily drop affiliates who cannot come to terms with AFM locals.

The position of MBS, which several months ago dropped one of its affiliates — WSIX, Nashville — because of a local union dispute and at the request of Petrillo, has not been made clear. At NAB headquarters it was reported that Fred Weber, MBS general manager, took the position that stations would not be cut off arbitrarily if "public policy" is involved, but that if the negotiations of an affiliate with a local were stymied because of what it might regard as a trivial dollar issue, it would not be disposed to risk a musicians strike for its entire network.

As forecast by BROADCASTING [July 20], Attorney General Biddle approved the recommendations of Assistant Attorney General Arnold and formally announced injunction proceedings against Petrillo and AFM. The suit will be based on the "banning of its members in the making of transcriptions and recordings for radio and other non-private use," the Attorney General's announcement said.

Last Tuesday, the FCC directed its law department to inquire into the whole matter of procedure for a broader study of Petrillo's tactics. FCC Chairman James Lawrence Fly wrote Petrillo and President Niles Trammell of NBC, asking for a "full statement of the facts" relating to the cancellation by NBC of the national high school orchestra broadcasts from Interlochen, Mich., after Petrillo had demanded this action on grounds of interference with employment of union musicians.

Power of FCC

The FCC, it is expected, will launch a legislative inquiry into the entire Petrillo situation and probably subpoena the AFM president. General Counsel Telford Taylor was asked to advise the Commission on procedural aspects, particularly with respect to discontinuance of transcription recording. The proceeding is based on the view that the Petrillo actions will seriously interfere with the ability of stations to continue operation.

While some question logically was raised about the FCC's authority to act under such circumstances, since AFM members are by no stretch subject to FCC licensing authority,

Text of Dept. of Justice Statement on Petrillo Action . . .

Following is the full text of the release issued July 23 by the Dept. of Justice announcing its plans to institute litigation against James C. Petrillo and the AFM:

Attorney General Francis Biddle announced today that he has authorized the filing of an injunction under the antitrust laws to prevent the American Federation of Musicians and its president, James C. Petrillo, from banning employment of its members in the making of transcriptions and recordings for radio and other non-private use.

On June 25, 1942, President Petrillo notified manufacturers of transcriptions and phonograph records that their licenses from the American Federation of Musicians for employment of union members in the making of musical recordings will expire on July 31, 1942, and that thereafter members of the AFM will not be permitted to play or contract for recordings, transcriptions, or any other form of mechanical reproduction of music. This prohibition, however, does not apply to phonograph records manufactured and sold for use in private homes.

Declared 'Unjust'

The objective of the AFM is to create more work for its members in an industry where mechanical improvements have made the hiring of "live" talent partially unnecessary.

It is the department's contention that such a "made work" program places an unjust economic burden upon those making use of mechanical improvements and that it has two marked advantages in promoting the selfish interest of the union—(1) in times of unemployment, it forces employers and the consuming public to pay for a private system of unemployment relief, and (2) in times of rising employment, it relieves members of the union from the competitive necessity of learning how to do a different kind of job.

In the opinion of the department, such a policy is unjust both to labor and the public since, by keeping costs high, demand is limited, and since it places a severe burden on the public through unnecessarily increased costs.

It is the department's position that the ruling of the AFM, if carried into effect, will adversely affect the following classes of business:

(1) The small radio station with no network affiliation. Such stations will be forced out of business, since many of them are located in towns too small to provide an adequate supply of musical talent even if they could hire all the musicians needed to provide the normal proportion of music on the station schedule, which none are able to do.

(2) Restaurants, hotels and small dance halls which depend upon radio records used in so-called "juke boxes" for music and which are unable to hire live talent.

Agencies Named

(3) Advertising agencies using musical transcriptions for their clients.

(4) Musical motion pictures which are in essence "mechanical reproduction of music".

(5) Electrical transcription manufacturers. The same rate is paid musicians for work on commercial transcriptions as for work by live musicians on commercial network programs.

(6) The radio networks and large radio stations which depend upon electrical transcriptions for a substantial portion of both commercial and sustaining network programs.

The department contends that small radio stations serving small towns and rural areas depend upon local advertising serviced by means of electrical transcriptions and that if this source of music is eliminated, such stations will be unable to handle various sustaining war programs essential to maintenance of civilian morale. Such programs are broadcast without charge. The department further contends that the AFM policy would place under control of a single union official determination of what music may be played at patriotic gatherings where such programs are put on the air.

it was understood the Commission would rely on the court decision last January in the newspaper divorcement proceedings, which upheld its authority to subpoena witnesses in legislative inquiries.

The decision, by the U. S. Court of Appeals for the District of Columbia, came in the case of James G. Stahlman, publisher of the *Nashville Banner* and former president of the American Newspaper Publishers Assn., who on advice of counsel refused to appear before the FCC. The court held the Commission had the authority to obtain information necessary to discharge its proper functions. In a legislative inquiry such as is indicated, presumably the Commission can subpoena any witnesses whose testimony is deemed essential.

Assistant Attorney General Arnold, long a critic of labor unions on the "made work" issue, had been studying the Petrillo actions since the AFM convention in Dallas early last month, at which time Petrillo announced his proposed ban on recordings. Then, with the development of the Interlochen incident, as well as the KSTP situation, the office was besieged with complaints. It is understood that several hundred telegrams, letters and calls demanded action to curb Petrillo's rampages to deprive the public of music it wants.

Holmes Baldridge, chief of the Anti-Trust Division's litigation section, is working on the bill of complaint. It is presumed that Victor O. Waters, special assistant to the Attorney General who handled the ASCAP and BMI consent decrees, will take part in the proceedings. Since last April Mr. Waters has been in charge of the Southern States Office of the Anti-Trust Division, but has retained his supervision of radio-music matters, under the direction of Messrs. Arnold and Baldridge.

Court Procedure

The Department will seek a permanent injunction against AFM in civil proceedings. If the Federal District Court grants the injunction, considered likely, it will remain in force until adjudicated in the higher courts, perhaps the Supreme Court. Other recent cases involving the "made work" issue which have been carried to the Supreme Court, have gone against the Government. But in the most important case, the Government never had the opportunity to argue the issue or present briefs.

With the broadcasting industry united for the first time in many months on the Petrillo issue, praise came from all quarters on the Petrillo announcement. NAB President Neville Miller said every music lover in America should "congratulate Attorney General Biddle for his far sighted action."

"Every musician, as well, should congratulate Mr. Biddle because musicians, professional and amateur alike, would suffer by the Petrillo's edict."

Promising wholehearted cooperation of the radio industry, Mr. Miller said that radio spends between $10,000,000 and $15,000,000 a year for the services of members of AFM. He added radio wants to present the best musical programs at its command to the listening public and that it cannot do this without the use of "some recorded music."

Radio and recording company officials in New York applauded the action and hoped for speedy settlement. Hazzard E. Reeves, president of the Assn. of Recording Studios, said it was high time the issue is clarified. "The uncertainty it not only bad for recording, but it is worse for the musicians themselves," he added. While Mr. Petrillo was not available for comment, Henry A. Friedman, attorney for AFM, said that he could not comment on the legal aspects until the Government actually filed suit.

Fly's Letters

At the FCC's direction, Chairman Fly wrote Messrs. Trammell and Petrillo identical letters stating:

"We have received a letter from Senator Arthur H. Vandenberg of Michigan suggesting that the Commission obtain information concerning the recent cancellation by the National Broadcasting Company of a broadcast by the National High School Orchestra from Interlochen.

"The Commission would appreciate it if you would, at your earliest convenience, send us a full statement of the facts relating to the cancellation of the program."

A. L. Ashby, NBC vice-president and general counsel, said last Thursday that NBC was preparing a report on the Petrillo cancellation of the Interlochen concerts, as requested.

This is the second effort of the Anti-Trust Division to stop Petrillo. On Feb. 28, 1941, the Department issued an announcement that it would institute grand jury proceedings to investigate complaints against Petrillo. The grand jury, however, was never convened and no further announcement came from the Department. It was an open secret that pressure brought by Petrillo halted follow-up action.

Department's Stand

Along with the Biddle announcement of the impending injunction suit, the Department released "background" information on AFM [see full text on page 7]. The Department stated the AFM objective was to create "more work for its members" but held that the recording ban, if carried into effect, would adversely affect six classes of business. These were enumerated as the small station with no network affiliation, dependent upon recordings to maintain schedules; juke box outlets; advertising agencies using transcriptions for clients; musical motion picture electrical transcription manufacturers; and the networks and large stations which depend upon transcriptions for "a substantial portion of both commercial and sustaining network programs."

Emphasis was given the plight of small stations, dependent upon recordings for local advertising accounts, which would be impeded in handling sustaining war programs essential to "maintenance of civilian morale". The Department said that the AFM policy would place under control of a single union official "determination of what music may be played at patriotic gatherings where such programs are put on the air."

Press Attacks

AFM continued to take a beating in editorials published throughout the country. The *Philadelphia Inquirer* on July 23 attacked Petrillo in barring service and school bands and pleaded for Government intercession. An editorial cartoon complementing the editorial depicted the finger of a band, labelled "Union Bossism" muting the trumpet of an Army show musician as he attempted to play the *Star Spangled Banner*. The cartoon was labelled: "Them Notes Ain't On the Union Scale!"

Indications that all was not well within AFM also came from several union locals. Talk of creation of a CIO union, to compete with AFM, an affiliate of the AFL, became more widespread. It was re-

(Continued on page 52)

Hubbard Labels Petrillo as 'Fuehrer' Of Musicians, Seeking to Wreck Radio

LOOSING a tirade against "Petrilloism," and labeling the head of the American Federation of Musicians as "the fuehrer of 140,000 musicians in this country," Stanley E. Hubbard, president and general manager of KSTP, St. Paul, last week charged that the union head was seeking to "wreck an entire industry."

Differences with James C. Petrillo, Mr. Hubbard contended, have resulted in the stalemate in negotiations for a new KSTP contract with the Twin Cities musicians local on employment of musicians. This is one phase of the multi-phased Petrillo-agitated situation which threatens a nationwide strike of musicians. The other primary phases are the Petrillo edict banning the making of transcriptions or recordings by AFM members as of July 31.

Millions Suffer

The Petrillo action which has aroused most public indignation, however, has been the summary edict that the high school orchestra concerts from the National Music Camp at Interlochen, Mich., be cancelled over NBC on purported grounds of unfair competition with union musicians.

Mr. Hubbard's statement follows in full text:

"Millions of radio listeners have had favorite bands forbidden to broadcast with the excuse given that their music was being fed by NBC to KSTP and that the musicians' union is having a labor dispute with that station. This is only an excuse.

"The relations of KSTP and its musicians are most happy. We have met every demand of the union except that we freeze our musical situation by agreeing that after a musician has played four weeks he cannot be released. We are willing to guarantee its members $24,200 per year, regardless of our own needs, but insist on the right to keep up quality in musical programs.

"The fact is this order is the work of one man—James Petrillo.

"During a time when the entire civilized world is engaged in a battle against the worst form of tyranny ever known—Hitlerism—the radio industry, which is giving its time, ingenuity and men to America's tremendous war effort, is beset by a form of tyranny which in its own selfish, domineering, the-public-be-damned way is as cruel and brutal as Hitlerism itself.

"I speak of Petrilloism. James Caesar Petrillo has become the Fuehrer of 140,000 musicians in this country. He has grown powerful and rich by the exercise of an iron hand, by which he now attempts to wreck an entire industry.

"This is his first step in a program of subjugation of radio. His next step will be whatever he thinks will accomplish his dictatorial purposes. By pressing a buzzer on his desk, he can deprive 80 million Americans of radio entertainment and throw 140,000 musicians out of employment even though they may be completely satisfied with their present jobs.

"It is not radio stations alone who suffer from his domination.

"Ten days ago he forbade the broadcast of the national high school orchestra from the National Music Camp at Interlochen, Mich., in which 160 teen-age boys and girls from 40 States hoped to play for their folks at home.

Fanfare Barred

"He stopped eight Chinese boy scouts from blowing a fanfare in Chicago unless eight union musicians were hired to stand by while the scouts tooted. Effective Aug. 1, no musician can play for phonograph records to be played in your neighborhood place of entertainment. Popular music is to be limited to those who can afford to pay for cover charges and expensive surroundings. Fine for the soldiers on $50 a month, isn't it?

"That is the kind of power Fuehrer Petrillo wields today—a power that pays him some $46,000 every year. That is the power and that is the man and that is the kind of outrageous tyranny which we and the other radio stations in this country, who wish to see that democracy and freedom are not stifled at home while our armed forces are battling for them abroad, are fighting."

Denial of Catledge in NAB Post Issued

Not Slated for Presidency, According to the Board

PUBLISHED reports that Turner Catledge, acting editor of the *Chicago Sun*, and one of the country's top-flight newsmen, would soon become head of the NAB, presumably as the successor to President Neville Miller, were denied in behalf of the trade association's board last week.

Don S. Elias, managing director of WWNC, Asheville, and chairman of the NAB's streamlining committee named last March by the board, told BROADCASTING last Thursday he could not understand how the Catledge report had developed. He said there had been no negotiations with the editor on the NAB presidency.

Some months ago, it was learned, several prominent newsmen, among them Mr. Catledge, recently Washington chief correspondent of the *New York Times*, had been discussed for the post of public relations director of NAB. But there had been no formal negotiations to that end.

Mr. Miller was given a vote of confidence by the NAB board at its meeting in Chicago July 14-15, in the face of reports of controversy within the organization. Dissatisfaction with the NAB admittedly exists, largely because of the attitude of FCC Chairman James Lawrence Fly toward the direction of the association.

The board plans another meeting in the early fall. The whole question of streamlining and reorganization again will be discussed. The streamlining committee, however, resigned [BROADCASTING, July 20] after reporting it had been unable to find a suitable man for public relations post.

Coffee Drive to Mathes

J. M. MATHES Inc., New York, has been appointed by the Pan American Coffee Bureau, effective Aug. 25, to handle an institutional campaign for coffee now being planned by the bureau in conjunction with the National Coffee Assn. Radio will probably be included among media for the fall campaign now under consideration. A joint committee working on the plans is headed by George C. Thierbach, of Jones, Thierbach & Co., San Francisco, president of the association.

Corn Products Debut

TALENT on the inaugural broadcast July 30 of the CBS *Stage Door Canteen* show, sponsored by Corn Products Refining Co., New York, will include Helen Hayes, Burns & Allen and Barry Wood as guests, together with Bert Lytell, permanent m.c. of "officer of the day", and Raymond Paige's orchestra. Agency is C. L. Miller Co., New York.

Fly Instigates Probe by FCC Into Petrillo's Music Edicts

Authority of FCC Not Determined; Legislators Protest Arbitrary Act in Interlochen Case

THOUGH some doubt exists as to what the FCC can do under the Communications Act banning censorship of programs, FCC-BWC Chairman James Lawrence Fly last Monday told a press conference that he has urged an overall study by the Commission of the whole controversy cropping from the arbitrary and summary edicts of AFM President James C. Petrillo.

The FCC last Tuesday authorized its law department to survey the whole matter and report on possible legal action.

Petitioned by Senator Vandenberg (R-Mich.) and Rep. Bradley (R-Mich.) to take action because of the ban on the high school orchestra broadcasts from Interlochen, Mich., Chairman Fly said he expected the FCC to approve "a factual and legal inquiry". The FCC also received a strongly worded complaint from Dr. Joseph E. Maddy, head of the U of Michigan music faculty and president of the National Music Camp at Interlochen, demanding action to curb Petrillo.

TWO MEN IN CIVVIES, no more, perform in the General Motor's sponsored *Cheers From the Camps*, all Army talent CBS series developed in collaboration with the War Dept. Merle T. Kendrick (left), musical director, and Ted Husing, m.c. (right), are the civilians, talking it over with Joe H. Neebe, vice-president of Campbell-Ewald Co., supervisor of the show, at Fort Riley, Kan.

Called 'Challenge'

Senator Vandenberg contended that Petrillo's actions crossed the line of tolerance, and posed to Chairman Fly the question of "whether this problem does not rise to the dignity of a challenge which the FCC should explore in behalf of free American culture".

Rep. Bradley, in an address to the House July 18, alluded to Petrillo as the musicians' "union czar" and as the "owner of a bullet-proof car and a bodyguard". He said it had become a fact that "while our boys fight agression abroad, insolent aggression has appeared at Interlochen". He said that the people of the nation are "justly aroused" and that it is about time "for dictator Petrillo to climb down from his high-horse".

Answering questions of newsmen, Chairman Fly said that he viewed the whole Petrillo matter with very serious concern. "Any time that these significant public service programs are barred from the air, we have to that extent a breakdown in the very service which stations are licensed to render to the public, and naturally we are gravely concerned with any situation or any activity which will preclude these stations from discharging their duties to the public", he said.

Aside from Interlochen, Chairman Fly said there is a much broader phase to the situation which, if carried to its logical extremity, would result in "a great impairment to radio broadcasting throughout the country". He mentioned the possibility that production of transcriptions and recordings would be eliminated or impeded.

"Such action would gravely burden the entire broadcasting industry and make it well-nigh impossible for the great majority of the small and independent stations to operate. I think that the independent stations use transcriptions and recordings over, roughly, about 60% of the broadcast day. This they must do because of two very obvious limiting factors: (1) the absence of adequate local talent; (2) economic limitations."

Mr. Fly explained that most small stations cannot hire live talent throughout the day and any such requirement would "simply drive them out of business. He said it was also true that even the stations affiliated with networks use transcriptions and recordings a substantial percentage of the time, though not nearly as much as is thus consumed by independent stations.

Negro Problem

Chairman Fly mentioned a third type of complaint received by the Commission, dealing with "some restrictions on or elimination of the work of colored musicians". Declaring he had no detailed facts, he said this in itself would create "a pretty serious question as to whether any broad class of American people should be forbidden employment in the broadcasting business". He said the information he had emanated from Government sources, but that he had no details whatever.

What will be done about the whole situation, Mr. Fly said, could not be answered off-hand. That it is grave goes without further argument, he asserted.

"However, he said, "I shall recommend to the Commission that we come to a factual study of the broad situation and have an examination of the legal problems as a basis for determination of what the Commission may do and should do about it."

Chairman Fly added that the whole matter was in "the exploratory stage", that the FCC was studying it now, and that he had no doubt that the Commission "will authorize an inquiry into it factually and legally". He said he could not conjecture what the conclusions would be on the facts and on the merits of different issues, or as to what will be done.

A Vital Issue

Dr. Maddy wired Chairman Fly July 18 that the Camp and its student body appreciated the "moral support" the chairman had given it in the Petrillo controversy.

"Mr. Petrillo would like to treat this as an issue between the union and NBC", Dr. Maddy said. "Of course it is not. It is an issue which vitally affects the interests not only of all educators and educational institutions, but also 20 millions of school children and many millions of fathers and mothers.

"It affects the use of radio. It will have a part in shaping the decision as to whether this boon to civilized mankind is to be made an asset to the American people in this country and utilized for their advancement or is to be made primarily a revenue-producing instrument for and controlled by the unions. Incidentally, it should be stated that the National Broadcasting Co. has paid a standby orchestra while the national high school orchestra was broadcasting. It seems to me the ultimate decision can only be in favor of the American people who have always been loyal to labor and unions.

"The banning of the national high school orchestra from the air makes this organization merely the spearhead of a far larger controversy. When millions of our boys are risking their lives to preserve democracy, I believe those in authority in building the war effort here at home should also be watchful in guarding the fruits of democracy so our boys will inherit these fruits when they return. On Thursday night the members of the orchestra, averaging 15 years in age, held a mass meeting and framed and sent at their own expense a telegram to President Roosevelt asking for his aid.

"Inspiration is essential to growth and I find its most fertile soil in youth. Adult wisdom must nurture it. Your press comment of a few days ago indicates that you are in full accord with these sentiments. May I ask for your active support in any way in which you may be helpful. I am certain the issue will not down until it is decided in the public interest, rather than in that of any group. It will gather momentum rather than subside. Mr. Petrillo has made an error in judgment."

BWC Sends Radio Labor List To Federal Manpower Groups

Officials of WMC, Selective Service & Employment Service Study Needs of Broadcast Industry

SPURRING the drive to have the position of radio and communications employes clearly defined in the nation's manpower survey, the Board of War Communications last Monday announced that lists of critical occupations in the industry had been forwarded to the War Manpower Commission, Selective Service and the U. S. Employment Service.

Officials of the three agencies who will direct study of the broadcasting-communications labor problems are Maj. Richard P. Davidson, administrative aide to Maj. Gen. Lewis B. Hershey, for Selective Service; Arthur J. Altemeyer, executive director of the WMC and Chairman of the Social Security Board, for the War Manpower Commission; and John J. Corson, chief of the Bureau of Employment Security, for the U. S. Employment Service.

Nine Radio Classes

Lists were drawn up by the BWC's numbered committees which have been studying the personnel problems in the various sections of the communications field. Separate lists for each of the different types of communications were submitted.

In broadcasting, six classes of technical workers and three classes of skilled personnel in program departments were forwarded to the three manpower agencies by BWC. In addition, 23 classes for cable companies, 45 for telegraph, 51 for telephone, 48 in various subdivisions of commercial radio-communications services, and 15 in international shortwave broadcasting were submitted "for such use as the agencies may find."

It was noted that the BWC had made no recommendations of its own in submitting the lists and it was indicated that in some cases the lists had been submitted hastily to speed consideration by the manpower agencies. At the BWC it was said that in some cases only outlines of certain employe functions had been submitted but it was expected that in conferences with representatives of the manpower agencies fuller details would be given. This was made known to the agencies to offset any hasty judgments.

No Specific Titles

As was expected, the BWC did not reveal specific titles of employe groups who wil receive attention of the WMC, USES and SS. This was in accordance with previously stated policy of both the industry groups and BWC that such details would not be revealed in order to prevent outside pressure as well as to facilitate "careful approach to the problem".

In addition the agencies were told "the BWC does not feel that it is in a position to consolidate these lists for the entire communications industry due to the fact that the nomenclature of positions and the principles applied in the inclusion or exclusion or positions have been different in the various branches of the industry."

"It was suggested," the BWC report continued, "that the industry and labor representatives on the Board's Joint Labor-Industry Subcommittee should consult directly with the Government agencies in supplying detailed information on the functions performed by persons in the listed positions."

Labor Committee

Members of the labor committee are: Robert J. Watt, AFL International representative, for radio workers; Paul E. Griffith, National Federation of Telephone Workers, for telephone workers; and Joseph P. Selley of the American Communications Association, for telegraph workers Industry representatives are Dr. C. B. Jolliffe of RCA, for radio, Keith S. McHugh, AT&T, for telephone; Ellery W. Stone, Postal Telegraph, for telegraph.

Sidney D. Spear, chief of the FCC Special Studies Section, War Problems Division, will assist the committee on the manpower problems as well as perform liaison work for the BWC.

It is not felt that the manpower agencies will undertake any action on the BWC lists until the latter part of the week. It was indicated consultations will then be held with representatives of the agencies to determine procedure in handling of the lists as well as final determination of those who will be retained for the agencies' master lists.

BIRTHDAY WORDS from Sen. Arthur Capper (R-Kan.) were carried July 14 by WIBW, Topeka, as he celebrated his 77th birthday. The station furnished entertainment for the day and originated several broadcasts from the picnic site. With the Senator is Maudie Shreffler, WIBW music director.

Wylie Resigns B-S-H

MAX WYLIE, radio director of Blackett - Sample - Hummert, Chicago, for the last year and a half, has resigned effective Aug. 15. The agency will not appoint a successor, it was announced, but a reorganization of the radio department will take place with Wylie's duties being apportioned among the radio staff. As part of the reorganization, Charles Hotchkiss has been named to head a department of program development and talent contact. Mr. Hotchkiss has been supervising radio on the Falstaff Brewing account.

Mr. Wylie

Andrews to Head Radio At Lennen & Mitchell

S. JAMES ANDREWS, program director of Ruthrauff & Ryan, New York, for the CBS *Vox Pop* program, sponsored by Emerson Drug Co., Baltimore, on July 28 will resign to become radio director of Lennen & Mitchell, New York. That position has not been officially filled since the resignation two months ago of William N. Robson, now a program director at CBS.

In his place as program director of the *Vox Pop* program will be John Gully Cole, who has been serving as advance man on the show, lining up the broadcasts as they shift origination points, as well as handling the opening and closing announcements.

Entire Carter Account Goes to Ted Bates Inc.

CARTER PRODUCTS, New York, has appointed Ted Bates Inc., New York, to handle all advertising for its Little Liver Pills, effective Aug. 1. This shift in agencies is the second within a month for Carter, following the opening of a New York office July 1 by Roche, Williams & Cunnyngham to handle the Carter account and Lewis-Howe Medicine Co., St. Louis, both formerly handled by Stack-Goble Adv. Agency, New York [BROADCASTING, July 6].

In addition to an extensive spot campaign, Carter Products also sponsors *Inner Sanctum Mystery* on 69 BLUE stations, Sundays 8:30-9 p.m. According to Ted Bates, no new plans for the account have been lined up as yet as the shift does not become effective until Aug. 1.

Salvage Firm to Radio

NATIONAL SALVAGE Co., New York, newly-formed organization to salvage for the war effort such scrap as old phonograph records, has appointed Frank Kiernan & Co., New York, as its agency. A radio program is being planned, but no details are available as yet.

Resinol Test

RESINOL CHEMICAL Co., Baltimore, on Sept. 1 plans to start a spot test of 30 announcements weekly for its ointment and soap in two markets, Baltimore and Washington. Stations have not yet been selected, according to Blow Co., New York.

Simon Urges Ca... In Station Hiri...

'Undesirables' to Be Check... By Foreign-Tongue Outle...

AS A PRECAUTION for forei... language stations against re-hir... "undesirable" employes who h... lost their positions with other f... eign-language stations, Art... Simon, WPEN, Philadelphia, cha... man of the executive committee... the Foreign Language Broadca... ers Wartime Control, last week s... out a letter to all foreign-langu... stations, urging them to cont... Lee Falk, radio head of the foreig... language division of the OWI, b... fore hiring new personnel.

Mr. Simon has also called a me... ing of the entire executive comm... tee of the FLBWC for early Se... tember in either Washington o... New York.

Care in Hiring

The letter signed by Mr. Simo... on the personnel question follow... "It is vitally important at this ti... and in compliance with our o... that we are particularly careful ... the hiring of any new employes ... those stations which carry foreig... language programs. Many statio... are removing from their foreig... language programs persons w... are undesirable from the viewpo... of the war effort.

"For our own protection it i... extremely important that such pe... sons are not hired by other statio... We have asked Lee Falk of th... OWI if his office would be willing t... help us in this matter. He ha... agreed to give us whatever advi... he has available. Therefore, we re... spectfully suggest that you contac... Lee Falk, chief of radio of the fo... eign-language division of the OW... in Washington, before engagi... anyone connected with the prep... ration or presentation of foreig... language programs.

"He will give you a prom... answer as to whether the perso... or persons you have in mind fo... employment have a clean bill o... health as far as his informatio... can determine. I think we will a... feel much safer if we follow thi... procedure and we of the industry... recommend this procedure for you... use and protection."

Foreign Tongue Code

EIGHTY PERCENT of the radi... stations in the country using for... eign-language broadcasts, 204 in... all, have signed the voluntary code... of wartime practices [BROADCAST... ING, June 15], it was announced by... Arthur Simon, general manager of... WPEN, Philadelphia, and chair... man of the Foreign Language Ra... dio Wartime Control Committee... It is expected that most of the... remaining stations will sign the... code shortly, providing for checki... on all foreign language scripts,... monitoring all such programs and... assuming responsibility for the for... eign language broadcasts over the... station.

CHARLIE: *Hey, Bergen—lookee—lookee—my pitcher in the paper—and yours, too!*

BERGEN: *Yes, Charlie, that's one of those WBAL promotional full pages in the Baltimore News-Post.*

CHARLIE: *Pretty smart of WBAL—putting my pitcher in all their ads—ha-ha-ha!*

BERGEN: *No, Charlie, WBAL doesn't put your picture in all their ads*—all *the WBAL programs—daytime as well as night—are promoted.*

CHARLIE: *What—you mean all those other punks like Jack Benny and Henry Aldrich and Red Skelton and Bob Hope and Fibber McGee get as much publicity as I do?*

BERGEN: *They sure do.*

CHARLIE: *Well, I'll MOW 'EM DOWN!*

WBAL

50000 WATTS

BALTIMORE

ONE OF AMERICA'S GREAT RADIO STATIONS

Represented Nationally by

EDWARD PETRY & CO., INC.

Capital Operations Of NBC and Blue To Be Split Aug. 1

Carleton Smith and Berkeley Pick Stations' Personnel

SEPARATION of the Washington operations of the NBC and the BLUE networks will be completed by Aug. 1, each with its own independently operated key station and each with its own staff. Both will occupy the Trans-Lux Bldg. in downtown Washington, but they will be on separate floors.

Frank M. (Scoop) Russell will continue to represent NBC as Washington vice-president, and Kenneth H. Berkeley, who has been manager of both WRC and WMAL, becomes the BLUE representative in the capital in addition to taking over the managership of WMAL, licensed to the *Washington Star* but previously leased to NBC [BROADCASTING, May 18].

Mr. Berkeley has completed mustering his WMAL staff, which also will be available for BLUE originations. Carleton Smith, former presidential announcer, recently named WRC manager, has similarly practically completed his staff. For the most part the members were formerly on the NBC payroll, working with both WRC and WMAL, but some new staffmen have been engaged.

Other Personnel

Under Mr. Berkeley for WMAL and the BLUE will be the following: Ben Baylor, commercial manager; Sam Booth, recently with Ryan Adv. Agency, Washington, and WJEJ, Hagerstown, Md., and Sam Digges, recently with the *Washington Daily News*, salesmen; John Edmunds, formerly with NBC and CBS in New York and WLW, Cincinnati, program-production manager; William Neel, news chief; Bryson Rash, night supervisor; H. A. Wadsworth, chief engineer; Mrs. Fritz Balzer, music clearance; Freda Schmedt, traffic manager; Ray Michael, Jack Roney, Ed Rogers, Stuart Jameson and James Gibson, announcers.

The WRC staff under Mr. Smith will comprise: Fred Shawn, assistant manager; John H. Dodge, commercial manager; George Wheeler, production manager; Stanley Bell and James Sweet, salesmen; Don Fisher, Kenneth Baughart, Steve Douglas, Kennedy Lundlam and Hollis Wright, announcers; Fritz Balzer, music clearance; Bess Prince, traffic manager; R. G. Coldenstroth, auditor; Mary Mason, women's activities. In addition, Bill Herson, from WBAL, Baltimore, has been engaged to conduct the morning *Timekeeper* program, replacing Maj. Gordon Hittenmark, now with the Army Air Force.

NBC's chief engineer in Washington, who will supervise WRC's technical operation, continues to by A. E. Johnson.

Signing the Contract for Tobacco Program

Mail Pouch to Start Spy Drama Series On Blue Network for Chewing Tobacco

ENTERING network radio for the first time, Mail Pouch Tobacco Co., Wheeling (chewing tobacco), on Sept. 28 will sponsor the BLUE program *Counter-Spy*, series which dramatizes the activities of United Nations secret agents, on 59 stations, Mondays, 9-9:30 p.m. Series will promote Melo Crown and Mail Pouch products.

One of the oldest tobacco distributors in the country, Mail Pouch has used spot radio and outdoor advertising extensively, but has decided on network radio as the best means of overcoming such handicaps as the gasoline-tire shortage and the loss of many of its salesmen to the armed forces. Agency is Walker & Downing, Pittsburgh.

With the signing of the Mail Pouch contract for 59 stations, the BLUE is planning to offer the half-hour *Counter-Spy* program to a selected list of stations for local sponsorship.

A large number of these stations are now carrying the *Gangbusters* program for local advertisers, but that BLUE show will no longer be available to them after Sept. 18 when Dr. Earl S. Sloan resumes sponsorship of the crime series for Sloan's liniment. The *Counter-Spy* program has been heard on the BLUE on a sustaining basis since May 18 while the *Gangbusters* program is now heard for 50 local sponsors.

Watching W. J. Frankston, vice-president of Mail Pouch, as he signs the contract, are (l to r) Fred Thrower, general sales manager of the BLUE (seated); R. C. Woodruff, radio director of Walker & Downing, Pittsburgh, agency in charge; William S. Walker, president of the agency, and Jack Donohue of the BLUE sales staff in Detroit.

HOME-MADE MOTOR SCOOTER is the handy possession of Harold Jackson, engineer of NBC-Chicago, who demonstrates his way of beating rationing. The new Jackson vehicle makes better than 95 miles to the gallon, runs up to 35 m.p.h., powered by a one h.p. gasoline motor originally intended for a washing machine. Wheels are standard industrial wheelbarrow wheels, not on the tire rationing list. Other material came from the Jackson "junk" box. Not included in the equipment, however, are the shapely gams of Ada Peaker of the NBC *Carnation Contented* program.

Leif Eid Is Appointed As WRC's News Chief

LEIF EID, for the last six years on the NBC press staff, specializing in television, on Aug. 1 will report to Carleton Smith, manager of WRC, Washington, as chief of the WRC-NBC news staff in the capital. He succeeds William Neel, newly-appointed WMAL-BLUE news chief [BROADCASTING, July 20].

Mr. Eid is a graduate of the Pulitzer School of Journalism, Columbia U, where he held a Pulitzer scholarship. He formerly was a reporter with the *New York Times* and *New York Herald-Tribune*. His news staff will include Pete Cousins, Ralph Peterson and Leonard Schleider.

Air Series Starts By Gotham Hosiery

Contest to Mark Campaign in New York for Rayon Hose

USING radio for the first time as basis for a 13-week contest Gotham Hosiery Co., New York, on Aug. 3 will start promotion of a contest and its Gold Stripe Futuray rayon stockings on Pegeen Fitzgerald's *Pegeen Prefers* program on WOR, New York, Monday, Wednesday and Friday, 9:25 a.m.

Designed to promote a closer relationship between the stocking customer and the salesgirl who assists her in stores in the WOR area, the contest will offer $5 in cash or war stamps to the customer sending in the best letter nominating a particular salesgirl for her sales efficiency.

Salesmen, Too

An equal amount goes to the girl behind the counter who inspired the winning letter. The next best 49 letters win for the customers a credit certificate of $1 to be applied to their next purchase of rayon stockings, while the salesgirls nominated in those letters win $1 in cash or war stamps.

Highlights of the first broadcast are being sent to store heads and buyers in 1,000 department stores and specialty shops carrying Gotham hose, which will be wrapped in special packages with the rules of the "Girl Behind the Counter" contest.

Although the contest itself will run for only 13 weeks, the contract signed by Roy E. Tilles, president of Gotham Hosiery, is for 52-week sponsorship of *Pegeen Prefers*. Account is handled direct.

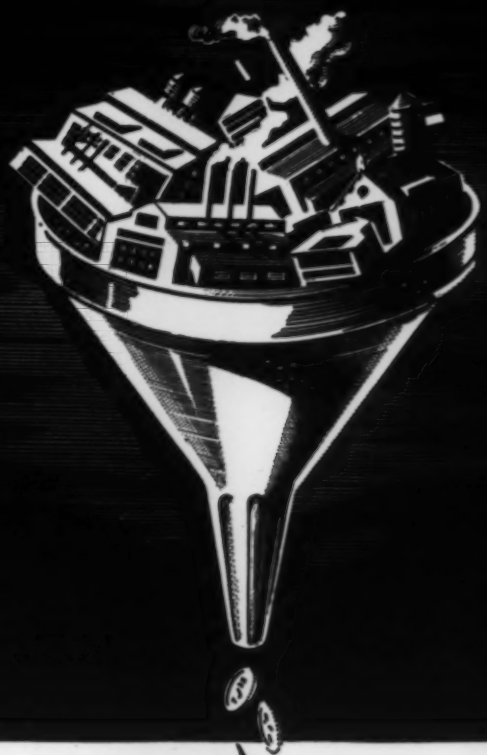
Fawcett Test

FAWCETT PUBLICATIONS, New York, on Aug. 26 will start a test campaign for *True Magazine* (detective cases) in a group of markets throughout the country selected from the standpoint of the magazine's circulation. The drive will last for a three-month period and will consist of a total of 70 spot announcements plugging the monthly issues as they are published. This total will be divided up to run the last half of August, September and October and the first few days of the same months. Agency in charge is Joseph Katz Co., with Herschel Deutsch, radio director, handling the account.

Compton for Conti

WALTER COMPTON, in addition to his new five-weekly sustaining news period on MBS [BROADCASTING, June 29], has started a Sunday morning quarter-hour newscast on Mutual for Conti Products, New York, for its soap and shampoo products. He also serves as m.c. for the weekly MBS quiz show, *Double or Nothing*, for Pharmaco, Newark, N. J., makers of Feenamint. Agency for Conti is Bermingham, Castleman & Pierce, New York.

We're at the business end of a funnel



CHARLOTTE headlines, these days, highlight what we've always said about the WBT market...Charlotte—the home of 50,000 watt WBT—*is* the focal point of economic activity in the Carolinas.

"CHARLOTTE SELECTED AS SITE FOR BIG NAVAL ORDNANCE PLANT", *says one banner head.* "ODT TO PUT TRUCK APPEAL BOARD IN CHARLOTTE—UNIT TO COVER 5-STATE AREA IN SOUTHEAST", *says another.* "CHARLOTTE WPB HEADQUARTERS WILL HAVE THREE DISTRICT OFFICES IN TWO STATES UNDER IT"... "NEW $100,000 WAR INDUSTRY TO BE ORGANIZED IN CHARLOTTE", *read others.*

The list is too long to be given item by item, but it all points to one conclusion. During these vital times, new factories, new funds, new administrative units flow naturally into the Charlotte area—just as does the purchasing power of so much of the Carolinas at *all* times.

We'd like to tell you how WBT—at the very heart of this important industrial-agricultural market — influences the buying habits of its 273,000 radio families. Just get in touch with us or any Radio Sales office.

WBT

THE STATION AN AUDIENCE BUILT · CHARLOTTE—50,000 WATTS

Owned and operated by the Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, Los Angeles, St. Louis, San Francisco

Woods Sees Bright Prospects For Radio and Blue This Fall

Network Shows Profit Each of First Six Months This Year, Hopes to Beat 1941 by 20%

AN OPTIMISTIC view of the outlook for radio in general and the BLUE Network for the remainder of 1942 was expressed last week by Mark Woods, president of the BLUE, which on July 31 will complete its first six months of operation as an independent network, following its divorcement from NBC and establishment Feb. 1, 1942, as a separate RCA subsidiary company.

Recalling his prophecy that the BLUE would break even for its first year of independent operation, Mr. Woods said that through June the network had shown an operating profit each month, with billings running some 19% ahead of those for the like period of 1941.

Admitting the summer quarter would probably bring some red ink into the monthly figures, he said that on the basis of past performance and future outlook he was now willing to predict that the BLUE would end the year with net profits more than 20% ahead of those it earned during its last year as part of NBC.

New Types of Clients

The changed conditions of business and industry created by the war afford to radio an opportunity to obtain business from advertisers who have heretofore made little or no use of this type of advertising, Mr. Woods stated.

He does not agree at all, he said, with broadcasters who believe that since advertising volume has declined in other media as a result of the war radio's volume is destined to follow suit. On the contrary, he expressed a strong belief that if radio follows through it should in these times secure a larger percentage of the total American advertising dollar than ever before.

Unhampered by tradition or precedent, he said, the BLUE sales force is going after business from advertisers who have been on the dormant lists of other networks for years, marked as not worth wasting time on.

Citing the teamed sponsorship plan recently evolved by the BLUE for advertisers who wish to keep their names alive in the public mind although at present their factories are engaged entirely in war work, with no merchandise for sale to the general population, Mr. Woods said the Minneapolis-Honeywell Regulator Co. has just become the first advertiser to sign up for this plan and on Aug. 3 will assume sponsorship every fourth week of *Alias John Freedom*, a wartime dramatic serial which has been on the BLUE for several months as a sustaining feature.

Another BLUE sustainer, also with a war theme, *Counter-Spy*, has been sold to Mail Pouch Tobacco Co. for fall sponsorship, marking this advertiser's first use of network radio. Both of these programs will be broadcast on Monday evenings, *Counter-Spy* at 9-9:30 on 59 stations and *Alias John Freedom* on the full BLUE network, as required under the teamed sponsorship plan, at 10:15-10:30, which period in the fall will immediately follow the commentaries of Raymond Gram Swing, who will be sponsored by Socony-Vacuum Oil Co. four nights weekly on 126 BLUE and 14 NBC stations, beginning Sept. 28.

Ford Series

The Ford Motor Co. is another new BLUE sponsor, using 107 stations for a quarter-hour newscast by Earl Godwin, veteran Washington commentator, broadcast seven days a week since July 12. This is also a wartime series, with its commercials devoted chiefly toward developing service business for Ford dealers.

A better example of the unusual radio client mentioned by Mr. Woods is the Electric Boat Co., which last Wednesday afternoon used the entire 127 stations of the BLUE to broadcast the celebration of the laying of the keel of the first submarine to be manufactured at its Victory Plant at Groton, Conn.

The new nighttime audience of war workers, who listen in during the early morning hours after finishing their shift at midnight, was suggested by Mr. Woods as another opportunity for broadcasters and advertisers which as yet has only begun to be exploited.

Figures on the number of such workers are not available, he said, but an offer of a first aid booklet broadcast on the *Esso Reporter* program at 2 a.m. pulled 20% as many inquiries as the same offer on the same program at 6 p.m., indicating that this post-midnight audience is well worth going after.

During the past six months the BLUE has made great strides in gaining the confidence of its affiliate stations, he declared, saying that at the offset the stations took the BLUE pretty much on faith, but that now they are solidly and enthusiastically cooperative with the BLUE management in its ventures from the beaten path of network radio operations.

NAVY HAS THE FLOOR as the BLUE coverage map for *Meet Your Navy*, to be sponsored by Hall Bros., Kansas City (greeting cards), on 93 BLUE stations, Fridays, 10-10:30 p.m. starting Aug. 21, is discussed. Executives concerned with arrangements for the program, which originates at the Great Lakes Naval Training Station, are (l to r): H. E. Christiansen, vice-president of Henri-Hurst & McDonald, Chicago; C. C. Culp, advertising manager of Hall Bros.; Al Boyd, WLS, Chicago, producer; R. V. Hamilton, BLUE salesman; Lt. Paul Holman Faust, radio public relations officer of the Ninth Naval District; E. J. Huber, promotion manager of the BLUE, Chicago.

Curtis Net Plans

CURTIS PUBLISHING Co., Philadelphia, which has been conducting a spot announcement campaign on a week-to-week basis promoting special articles for the *Saturday Evening Post*, is planning a network show this fall, probably featuring an orchestra, dramatic sketches and a commentator. No network has been decided upon nor have details been settled, according to BBDO, New York, agency in charge.

Big Roma Series

ROMA WINE Co., Lodi, Cal. (Cellarete and Boheme wines), in one of the largest network deals to be signed in San Francisco during the past three years, on July 27 starts for 52 weeks, sponsoring a five-weekly quarter-hour newscast on 16 Don Lee California stations, Monday through Friday, 6:15-6:30 p.m. (PWT). Featured will be Phil Stearns as newscaster, with Mel Ventor handling commercials. Agency is McCann-Erickson, San Francisco.

Dramatic Program Spurs GM Series

Victory Efforts Form Theme Of Drive in 40 Cities

AS AN ADDED contribution to the war effort, General Motors Corp., Detroit, which recently started the institutional program *Cheers From the Camps* on CBS, has planned a series of quarter-hour programs titled *Victory Is Their Business*, to dramatize the work being done by the men and women in the G-M plants, now wholly converted to the war industry.

The program will start the first week in August in about 40 cities where General Motors plants are located, with more than one station scheduled in several cities. Varying according to areas, the series will generally be heard on either Thursday or Friday in the 7-7:15 p.m. period.

Live and Recorded

Each show will be divided into two parts, a transcribed section, recorded by World Broadcasting System and produced in the New York studios of Transamerican Broadcasting & Television Corp., and the other a live show, featuring General Motors war workers in person and originating in the local studios of each city where the series has been placed.

The transcribed version will be directed by Walter Craig, program director of WMCA, New York, one of the two stations in that city to carry the series, the other being WOR. Robert Nolan will assist Mr. Craig and an orchestra will supply background music for the dramatizations of incidents happening in war production plants.

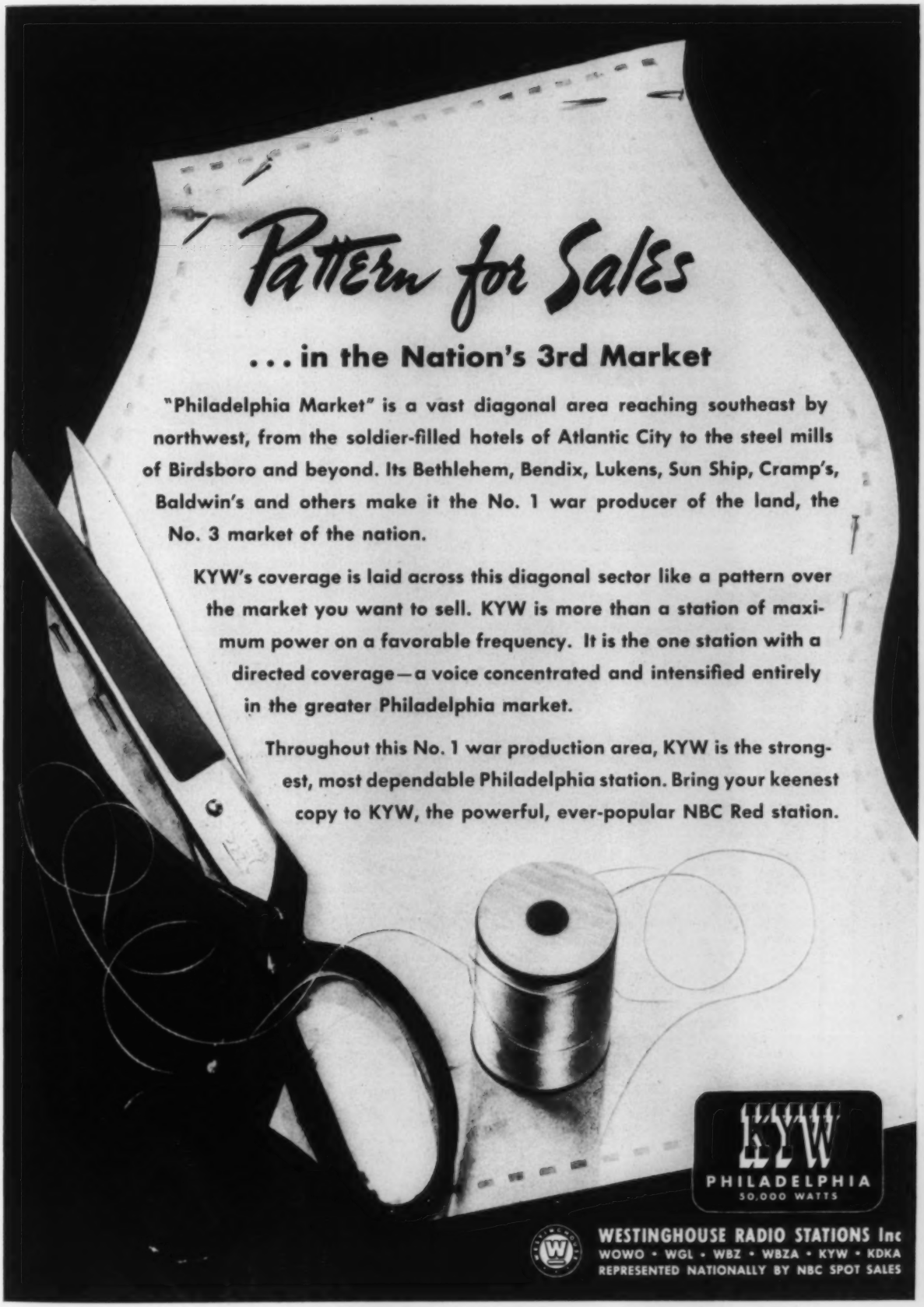
There will be no commercials running with the programs, the only mention of General Motors as a corporation being in connection with the employes working in particular G-M plants, according to Campbell-Ewald Co. of New York and Detroit.

Philip Morris Renews Shows For 26 Weeks

PHILIP MORRIS Co., New York (cigarettes), has renewed Ray Block for six months on all three Philip Morris programs, *Crime Doctor*, CBS Sundays; *Philip Morris Playhouse*, CBS Fridays; and *Johnny Presents*, NBC Tuesdays. On the last named program, Block conducts *The Swing Fourteen*, in addition to the dance orchestra.

Recent changes in personnel at the Biow Co. led to varying rumors on Block's status. Since the 26-week renewal there is no further doubt. Under his contract he is reported to be the sole orchestra leader with three different coast-to-coast commercial airings each week.

JANET JENKINS, women's commentator and shopping expert, known as Nancy Dixon to listeners of KYW, Philadelphia, was the first woman in Philadelphia radio to be accepted as an officer candidate in the Women's Army Auxiliary Corps, and left last week for training at Des Moines.


Pattern for Sales
. . . in the Nation's 3rd Market
"Philadelphia Market" is a vast diagonal area reaching southeast by northwest, from the soldier-filled hotels of Atlantic City to the steel mills of Birdsboro and beyond. Its Bethlehem, Bendix, Lukens, Sun Ship, Cramp's, Baldwin's and others make it the No. 1 war producer of the land, the No. 3 market of the nation.
KYW's coverage is laid across this diagonal sector like a pattern over the market you want to sell. KYW is more than a station of maximum power on a favorable frequency. It is the one station with a directed coverage—a voice concentrated and intensified entirely in the greater Philadelphia market.
Throughout this No. 1 war production area, KYW is the strongest, most dependable Philadelphia station. Bring your keenest copy to KYW, the powerful, ever-popular NBC Red station.
KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

The Night Is Long—And Cheerful

War Brings Audience To Late Programs, WOR Finds

By JERRY LAWRENCE

Producer-Conductor
WOR, New York

THE MOST neglected audience in radio, not so very long ago, was the all-night audience. Before our national war effort got under way, the 1 to 6 a.m. programs revolved around dance music, most of which was hot jazz. There was a certain hilarity about them, which came from the it-makes-no-difference-no-one-is-listening-anyway attitude.

There was even the opinion expressed in radio circles that the listeners at that late hour were the last stragglers in beer halls and taverns, with a sprinkling of taxi drivers and night watchmen thrown in for good measure.

To Higher Things

Even before the war, however, there was a huge "Owl" audience whose tastes ran to higher things than a constant playing of swing music. There were many people who wanted to hear the latest news, or special events; people who enjoyed listening to classical music, and those who wanted a program with a personal touch.

The whole thought was expressed by a letter I received from a lonely woman who spent countless sleepless nights—one of the great army of insomniacs. "It is such a comfort," she said, "to turn on the radio in the early morning hours and find a kind, almost comforting, human voice."

When the war began, the daily habits of a great part of our country's workers changed. Factories and plants began to cooperate 24 hours a day, seven days a week—the early-morning shift became a part of the routine of gearing our nation for the huge task it faced. Naturally, the all-night audience showed a large increase, but even more important than that, these were the people who were contributing so much to our war effort—they deserved to hear what was happening in their country, the latest war news. In the field of entertainment surely they were entitled to hear the kind of music they liked; the important sporting events of the day, the various war "shows" that were broadcast at times when they were either working or asleep. And commercially speaking, these, too, were the people who buy hats, and wear shoes, and use soap.

WOR began to program *Moonlight Saving Time* with an eye to variety, trying to incorporate as many interesting features as possible, but keeping the news of the world as the first consideration. Every hour and half-hour we now broadcast the latest bulletins, alternating between UP and AP and on Sundays repeating Raymond Gram Swing's analysis of the news.

Along the same lines, and for the benefit of those who have been working and are unable to hear the original broadcasts, we repeat the outstanding shows that are directly tied in with the war effort, or important sporting events that have wide appeal. Now we rebroadcast, *America Preferred* and *The First American Opera Festival*, both conducted by Alfred Wallenstein and presented in cooperation with the Treasury Dept.; *This Is Our Enemy*, a dramatic show done with the WPB; *This Is Fort Dix*, presenting soldiers directly from camp; all important prize fights the same nights they are heard over WOR-Mutual; and a five-minute review of baseball scores and sport-highlights every morning.

I believe we have also improved the use of records and made their presentation more important to the listening audience. Every Saturday night we present *Wax Museum*, a quarter-hour feature of records of the past which have great nostalgic interest. We play a different collector's item each morning a week; this is an unusual bit of wax which we recommend to record collectors. We also maintain a service to listeners, answering questions concerning new and old records.

Classics are treated in two ways. At 4:30 a.m. three days a week,

Lawrence and Pal

we present *Rhapsody in Wax*, playing albums and using both well-known and obscure composers. This alternates with *Nocturne*, a mood piece employing soft music and poetry, patterned after a network feature I used to do called *Vagabond's Trail*.

Recently we have tied in even further with the war effort, and have created a bright musical feature, *Music to Work By*. The National Assn. of Manufacturers has arranged to have 700 plants in the WOR coverage area listen to it for a half-hour each night, from 4 to 4:30 a.m. This music, which is gay and rhythmical, has an important psychological effect, and is designed to reduce the worker's "lag" period thereby actually increasing their output. Three nights a week we dedicate "Music to Work By" to individual plants and their workers.

Change of Pace

In order to give our listeners a change of pace, we try to present as much live talent as possible. Six nights a week at 3:30 a.m. we move to our "Pent House Studios", where a gent, considered the top among arrangers and composers, entertains at the piano—Cy Walter. His *Music for Moderns* is a popular 15 minutes. We also have such specialized features as *Go Whiz—Another Quiz*, a live quiz show during which well-known guests are interviewed, and *Celebrities Corner*, another interview spot of famous entertainers. Sheila Barrett, Carol Bruce, Peter Arno, Tommy Dorsey and Guy Lombardo are among those who have appeared.

Proof that *Moonlight Saving Time* has great selling appeal has been made quite apparent by tests that have been conducted by Rum & Maple Tobacco, Marlin Blades and Carter's Little Liver Pills. The WOR news maps which were given away gave further evidence of the vast size of our audience. Requests came from a wide area.

Our entire first hour, 2 to 3 a.m., is now sponsored for a year by I. J. Fox Furs, and we call the period *Music Strictly on the Sentimental Side*.

WOR Wartime Search for New Clients Gets 201 New Accounts in Six Months

AT THE end of its first wartime six months period on June 30, 1942, WOR, New York, reports that 201 accounts have bought time on the station during this period, an increase of 24% over the same six months last year. Of these accounts, 47, or 23.3%, used WOR for the first time.

After Dec. 7, 1941, when the first wartime cancellation occurred at the station, the sales department began looking for substitutions, for new products, or for established products that had undergone some change due to priorities or shortages. Among the first things to be undertaken was an intensive solicitation of accounts not so badly affected by war economy, and the preparation of a guide for sponsors, present and future.

What to Expect

A report was prepared containing the following seven points which radio advertisers might look for in the months to come: (1) Continued shifts in listening habits due to changed working hours and modes of living. (2) Increased purchasing by the lower-income classes, brought about by higher salaries. (3) Increased desire on the part of the radio audience for program material containing, or consisting of, nostalgic music and memory-provoking incidents, "behind the scenes" news or commentaries on the war here and abroad, light comedy, variety entertainment, and shows dealing with the Army, Navy and other armed forces. (4) Strip-show sponsors will have to re-examine the idea that Monday through Friday makes a week and pay increased attention to Saturday and Sunday listening due to changes in working schedules.

(5) War tension and advanced working hours will needle interest in all types of sports broadcasts. (6) The radio advertiser will have to pay less attention to program ratings as quantities rather than qualities. "How many listeners have I?" won't be half as important as "What kind of listeners are they?" (7) Generally, station choice will be made more and more on each station's "universal" appeal, or what specialized audience has a station built up through the years through specific type programs.

For the Ladies

WOR's program and sales department, in meeting the problems these questions raised, changed programming and selling techniques radically, abolishing routine selling completely, and substituting creative or "idea-selling".

Such programs as *Pegeen Prefers* and *Claire Wilson Reports* made their appearance on WOR early in 1942. Both started as aids to women's problems brought about by the national emergency. Their success is evident by the fact that since Dec. 7, 1941, the number of homes tuned to women's shows is 107% greater than before the war, according to the WOR Continuing Study of Radio Listening in Greater New York.

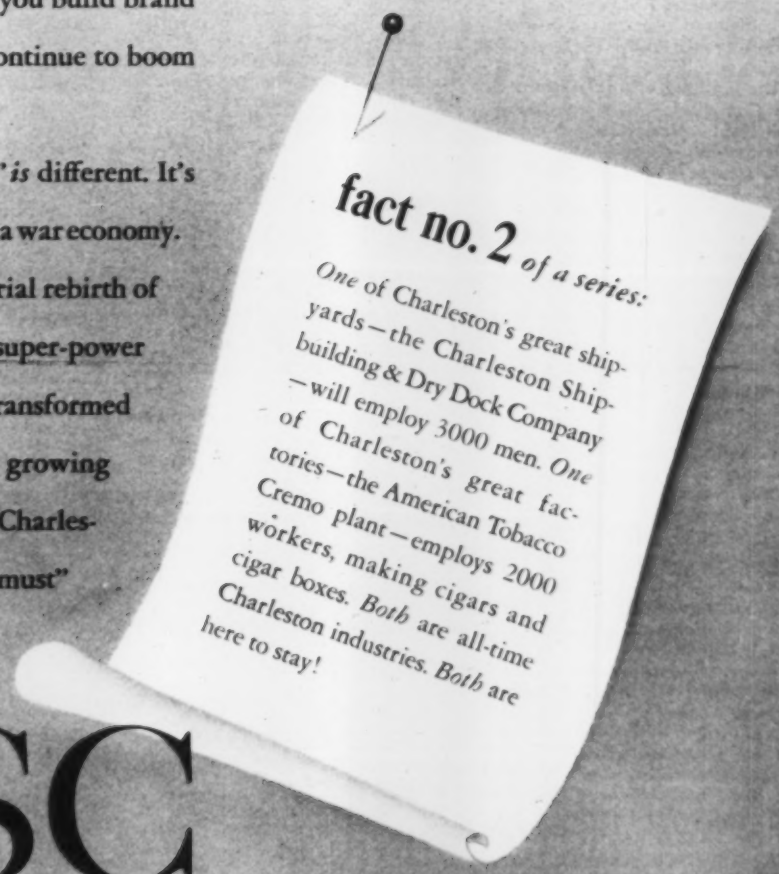
Three of the participating sponsors now using the *Pegeen Prefers* show, for example, have never used radio before, and in each case their products have been affected by the war situation. They are Gotham Hosiery for Gold Stripe rayon stockings, Press-On Mending Tape, and Mary Barron slips.

As a result of the WOR sales department's lookout for new products and new contacts, the station as of June 30, has twice as much advertising from the amusement field and more vacation advertising than ever before. There has been a large increase in tobacco, magazine and New York hotel advertising. To give an impressive illustration of the success that the sales department enjoyed, it was decided to concentrate on prospects that had not been covered intensively before. Over a three-week period recently, WOR salesmen made 87 calls on prospective clients, and 15 sales resulted—a ratio of about one to six, which speaks well for the station's new methods of salesmanship.

Now—and one year after Victory

The advertising dollar you invest with WCSC gives double value. You make sales today throughout a thriving boom market. And you build brand preference in a market that will continue to boom long after Victory.

Because the Charleston "boom" *is* different. It's no flash-in-the-pan based purely on a war economy. What has taken place is the industrial rebirth of an entire area. New methods, new super-power facilities and new plants have transformed Charleston into a big, aggressive, growing market. The conclusion is obvious: Charleston—a major market today—is a "must" market for the future.


fact no. 2 *of a series:*
One of Charleston's great shipyards—the Charleston Shipbuilding & Dry Dock Company—will employ 3000 men. *One* of Charleston's great factories—the American Tobacco Cremo plant—employs 2000 workers, making cigars and cigar boxes. *Both* are all-time Charleston industries. *Both* are here to stay!

WCSC

CHARLESTON, S. C.

The CBS Station for the Coastal Carolinas. Represented Nationally by Free & Peters, Inc.

Four FM Permits Cancelled by FCC

Wartime Equipment Shortage Offered as Explanation

COMMERCIAL FM was again beset by wartime difficulties as the FCC July 21 ordered the cancellation of four outstanding construction permits for high-frequency facilities. According to reports received by the FCC, construction permitees in this field have found it unfeasible to pursue their permits due to wartime shortages, especially with regard to equipment.

The construction permits deleted were: W63C, National Broadcasting Co., Chicago; W59BM, The Baltimore Radio Show Inc. (WFBR), Baltimore; W73D, King-Trendle Broadcasting Co. (WXYZ), Detroit; W69GR, King - Trendle Broadcasting Co., Grand Rapids.

Hearing on MGM

Hearing has been designated on the application of K61LA, Los Angeles, construction permit of Metro-Golwyn-Mayer Studios Inc., which is seeking additional time to complete the building of the station.

The Commission also continued its wholesale dismissals of cases "involving the use of materials to construct new or change facilities of existing standard broadcast stations, inasmuch as petitions have not been filed under provisions of the Memorandum Opinion of April 27," by dropping nine more applications.

The new stations applications affected are Jayhawker Broadcasting Co. Inc., Topeka, Kan.; The Gazette Co., Cedar Rapids, Ia.; Fred Jones Broadcasting Co., Tulsa, Okla.

The applications for changed facilities dismissed are KROW, Oakland, Cal.; KRBC, Abilene, Tex.; WJPR, Greenville, Miss.; KRE, Berkeley, Cal.; KFDX, Nampa, Idaho; KRNR, Roseburg, Ore.

Two construction permitees—KTRN, Tacoma, Wash., and KTOM, Brainerd, Minn. — were denied petitions to extend time for completion of station construction. KTOM principals had indicated previously that wartime shortages of equipment would force them to delay all plans for the duration [BROADCASTING, May 12]. The petition had sought to keep the construction permit alive.

On the television side, WNBW, Washington, and W3XPP, Philadelphia, both construction permits of NBC, were ordered cancelled and deleted from the FCC's records.

Kittinger to WPB

L. T. KITTINGER, vice-president in charge of marketing east of the Rockies for Shell Oil Co., New York, has been granted a leave of absence to serve as a special assistant to A. I. Henderson, chief of the materials division of WPB. P. E. Lakin, resident vice-president in charge of Shell's Chicago office, has been appointed to succeed Kittinger.

Merging of OWI Pulse-Feeling Units Is Effected; Foreign Service Planned

SET UP to "feel the public pulse" by means of surveys, public opinion tests etc., the Intelligence Service of the Office of War Information has absorbed the similarly named service of the old Office of Facts & Figures and in addition has taken over the former Office of Government Reports' press intelligence division and some of OGR's field staff. It will also shortly establish a foreign intelligence division, covering world population centers, but the director of the division has not yet been chosen.

Mr. Kane

Intelligence Service, which reports to Archibald MacLeish as assistant OWI director for policy development, is headed by R. Keith Kane, an attorney who also headed it at OFF and who formerly was a special assistant to the Attorney General working on propaganda and subversive organizations. Assistant chief under Mr. Kane is Cornelius DuBois, formerly with Time Inc.

Other Divisions

Besides the foreign intelligence division, as yet without a head, the Intelligence Service took over from OFF the following divisions:

1. Domestic Sources, headed by Dr. George Pettee, formerly of the Harvard faculty, recently with the War Production Board. This division checks speeches by Government officials, public statements, etc. to determine whether they conform to policy.

2. Media Division, headed by Ralph Nafziger, formerly of the U of Minnesota journalism faculty. This division analyzes newspapers, radio, films etc., and it has taken over the former press intelligence section of OGR which continues to be headed by Miss Charlotte Hatton.

3. Special Services Division, headed by Eugene Katz, formerly radio director of The Katz Co., New York newspaper and radio representatives. This division works on audience measurements in the radio, film and other fields, and analyzes pressure groups and their influence on public opinion. It has taken over part of the field organization of the old OGR.

4. Intensive Surveys Division, headed by Rensis Likart, formerly with the Dept. of Agriculture. This division conducts field interviews much along the lines of those conducted by the Dept. of Agriculture.

5. Extensive Surveys Division, headed by Elmo Wilson, formerly of the U of Minnesota faculty and the George Gallup and Elmo Roper surveys. This division has charge of all surveys conducted in collaboration with private agencies.

Working with the latter three divisions are Elmo Roper, *Fortune* public opinion analyst, and Dr. Frank Stanton, research chief of CBS, both of whom serve parttime without compensation. It is planned later to combine the Intensive Surveys and the Extensive Surveys divisions.

CONRAD BINYON, Hollywood actor who portrays the youngster Hank in NBC's *One Man's Family*, sponsored by Standard Brands Inc. (Tenderleaf tea, has been signed for a part in the Tim Holt Western films released through RKO.

New KXKX, Kansas City, Takes KITE Operation

KXKX, Kansas City, formerly operating as KITE on 1590 kc. with 1,000 watts, officially went on the air July 19 with its new call letters from new studios in Hotel Continental. The station, is under the direction of Richard K. Philp, president.

Sims Guckenheimer, secretary of Transradio Press, New York, has been appointed KXKX manager, B. M. Grotkop, formerly of KOMA, Oklahoma City, is commercial manager, and W. S. Lukenbill, formerly production manager of WGRC, Louisville, has been appointed program director.

Operating on unlimited time, KXKX will carry MBS night time programs after sign-off at midnight down of the regular MBS outlet, WHB. Under the direction of S. A. Cisler Jr., general manager of WGRC, Louisville, who has recently acquired a minority interest in the station, a program policy has been set up which includes continuous variety music with several periods daily of classical music, and news every hour on the half hour. Howard H. Wilson Co. has been appointed exclusive national representative. Associated Music Publishers and C. P. MacGregor transcription libraries have been installed.

Wellington Returns

LINDSAY WELLINGTON, director of the New York offices of the BBC, who has been conferring with BBC executives in London for the past month, has returned to the country accompanied by Maurice Gorham, in charge of the North American service of the BBC in London. Because of the increased use by American stations of the BBC shortwave service, Mr. Gorham will remain in New York for a time to meet with American network and independent station executives and discuss how BBC schedules can fill U. S. program needs.

COMMITTEE OF RADIO WING of American Flying Services Foundation, an organization founded by aviators of World War I to provide medical, dental, educational and other aids to men aspiring to be flyers in the armed forces, met recently in New York.

Comprising members of the radio departments of leading agencies, representatives of networks, station representatives and radio production organizations, they are (l to r around the table): Stanley Young, chairman; Lillian Selb, Foreman Co.; Walter Koessler (a guest), general manager of WROK, Rockford, Ill.; Paula Nicholl, MBS; Willard Butler, Erwin, Wasey & Co.; Linnea Nelson, J. Walter Thompson Co.; Frank Basch, Basch Radio Productions; John Hymes, Lord & Thomas; Ted Fisher, Ruthrauff & Ryan; Frank Coulter, Young & Rubicam; Ches Slaybaugh, BBDO.

Other members of the Radio Committee not in the picture are: Thomas Lynch, of William Esty & Co. and president of the Radio Executives Club of N. Y.; Morton Bassett, Morse-International; N. F. McElroy, Newell-Emmett; Helen Thomas, Spot Broadcasting; Allen A. Funt, Funt Radio Productions; Peggy Stone, Spot Sales; Beverly Middleton, WABC, New York; Hugh Feltis, BLUE; Robert Sommerville, CBS.

$100,000 BERRY CROP SAVED IN OKLAHOMA

"Sam" Schneider, KVOO Farm Editor, whose "Rural Route 1170" broadcast, 6:45 to 7:00 a.m. Mondays thru Saturdays, has become the No. 1 program for farmers in the Tulsa Magic Empire Market.

They Say—

The success that we had would not have been possible without the assistance of KVOO. . . . It was the quickest way I have ever used to get information to the farmers.

—Titus A. Manasco, Adair County Agent

This is the especially interesting feature of the entire procedure. . . . Pickers and growers were advised to listen each morning to KVOO for instructions. . . .

—Kansas City Star

We would like to express our appreciation for your assistance in making it possible to save the strawberry crop in Eastern Oklahoma.

—W. B. Renfro, State Dept. of Agriculture, Oklahoma City, Okla.

This was a new and spectacular use of radio. . . .

—Editorial, Tulsa (Okla.) Tribune

We want to thank you for the splendid assistance during our strawberry harvesting season. Large numbers of Indian pickers' and producers' ears were glued to the radio every morning at your hour.

—Herbert C. Kinnard, United States Indian Service

Some of the success for a smooth running strawberry processing program here in Stilwell should go to "Sam" the Farm Editor of Radio Station KVOO. . . .

—Stilwell (Okla.) Gleaner

I will say that the KVOO cooperation meant the difference between success and disaster for this year's crop of strawberries.

—Perry Etheridge, Reese & Etheridge Produce Co.

I speak the sentiment of the Oklahoma Agricultural Extension Service in saying that we do appreciate KVOO's contribution, and we know that the farmers in Adair County feel the same way.

—H. A. Graham, Extension Editor, Stillwater, Okla.

Appreciation of your early morning broadcast to us berry growers in Adair County calls for deep gratitude to KVOO.

—Calvin Hembree, Box 31, Stilwell, Okla.

Farmers Listen To KVOO For Vital Information

When sugar rationing knocked the bottom out of the Adair County strawberry market, the Government took the crop for lend-lease shipment, to be preserved in barrels.

But process plants couldn't handle the perishable cherries unless they had barrels—shipments of which were unpredictable, due to the war.

Growers and pickers had to be advised on procedure each morning. KVOO was called upon because of its dominant coverage. Arrangements were made to broadcast announcements on KVOO's "Rural Route 1170" program, telling pickers where to report whenever barrels were received by the processing plant.

Pickers were thus shifted from field to field—the crop was saved—growers and pickers got their money—because farmers listen to KVOO.

★ **TULSA MAGIC EMPIRE FARMERS SPEND OVER $17,000,000 ANNUALLY**

The 1940 U. S. Census shows that farmers in the Tulsa Magic Empire Market spent in 1939 a total of $17,566,608 for cash wages, feeds, machinery, fuel for machines, building materials, and fertilizers. This figure does not include their expenditures for rent, payments on homes or land, food, household goods, and sundries. This vast market is best covered by KVOO—because farmers depend on KVOO.

War Fund Campaign of USO Impelled by 184,945 Messages

Radio's Extensive Part in Nationwide Drive to Aid Servicemen Draws Official Praise for Industry

"NO PERSON in America with access to a radio set was out of reach of USO's war fund message, which was mentioned at least 184,945 times, consuming a total of 4,673 hours, equivalent to 195 continuous days and nights," declares the USO report on radio's part in its 1942 war fund campaign, which ran from May 11 to July 4.

Breakdown of the total mentions shows that the USO was mentioned 25,137 times on network broadcasts relayed by local stations, 1,376 times on transcribed talks, 5,852 times on transcribed announcements, 89,782 on live local spot announcements, 847 on "floating" spot announcements, 1,694 on local musical salutes, 18,634 on local station break announcements, 16,940 on time-signal announcements and 10,164 on time-signal "flashes", 3,290 on local announcements for Veterans Visiting Day, 8,304 three-minute local commentaries, 595 local roundtable broadcasts and 2,380 local broadcasts of speeches and interviews.

Network Time

"A known total of 441 network broadcasts, commercial and sustaining, carried USO announcements, wove in USO campaign themes, or gave all or a dominant portion of the program to USO," the report states, adding that the hookups ranged from 25 to more than 100 stations, with an average coast-to-coast link of 57 stations.

Of the total, at least 24 were dominantly devoted to USO and the remaining 417 network programs carried USO announcements averaging 1.7 minutes in length, according to a monitoring survey made by the Office of Facts & Figures over a typical two-week period.

Computing the time donated by the four major networks and their sponsors, the report figures that USO announcements, averaging 1.7 minutes on 417 programs on 57 stations, provided a combined air-time of 673 hours. The 24 feature USO broadcasts, from 3 to 30 minutes long and varying in size of network, equalled 687 hours. Total network contribution was 1,360 hours of station time.

On the spot broadcasting side, four recorded five-minute USO talks totalled 115 station hours and a series of one-minute announcements accounted for 95 hours, making a 210-hour total for USO discs. From scripts supplied to all stations, the USO received 424 hours of musical salutes, 144 hours of roundtable talks, 396 hours of talks and 904 hours of various types of live announcements.

An indirect result of the broadcasts in making the nation "USO conscious" may have been the development of the organization's new role in network entertainment. In three new series, General Motors' *Cheers From the Camps* on CBS, Gilman Oil's *At Your Service, Men*, on a Pacific Coast CBS hook-up, and the MBS sustainer, *USO of the USA*, the USO plays an important part.

Radio Cooperation

"The story of radio's part in the campaign is one of whole-hearted cooperation on the part of the Government, represented by the Office of Facts & Figures, and on the part of broadcasting companies and local station and their personnel, of program sponsors, of advertising agencies and their staffs, of actors, writers and special guests who volunteered their services, and of the USO department of radio and local USO representatives," the report states.

The USO radio department, headed by Jesse Butcher, served as a focal point for the campaign, maintaining contact with all groups and individuals comprising the total organization.

The USO radio advertising committee, with Joseph R. Busk, Ruthrauff & Ryan, as chairman, worked closely with the radio department in deciding what type of USO appeal should be used on a particular program, whether it should be worked into the script or handled as a straight announcement and if the latter whether it should be read by an announcer or by one of the cast, as well as in securing copy contributions from agency staff writers.

The radio advertising committee members also followed up the program to pass along the USO suggestions to the producer and assist him in carrying them out.

The national USO radio committee, under the chairmanship of NAB President Neville Miller and including the presidents of the four nationwide networks among its 19 broadcaster members, was "instrumental in obtaining the most effective and widest participation of networks and local stations in presenting USO's message by radio," according to the report.

The OFF, through W. B. Lewis, its radio director, and Seymour Morris, liaison officer, cooperated in granting the USO an AA priority rating during the campaign period and in allocating the USO programs.

FAIRS OF THE AIR

WLS Provides Substitute for Cancelled Fetes

STATE FAIRS of Indiana and Illinois, cancelled because of wartime problems, will be replaced this summer by WLS, Chicago, with a *State Fair of the Air* for each State during their traditional weeks. Bringing in livestock and machinery experts from each State, representatives of 4-H clubs, Future Farmers, leaders in women's farm organizations and others usually represented in the annual farm expositions, Art Page, farm program director of WLS, will present all aspects of the fairs on special programs and the *Dinnerbell Time*, noonday program.

A baking contest to be limited to a dozen classes of cookies will be one of the main events of each fair and 122 prizes are offered. Cookies entered will be judged by bakers from the commissary departments of the Navy and Army, professional bakers and home economists, and will later be turned over to the Chicago Servicemen's Center. In addition, WLS will broadcast daily direct from the Wisconsin State Fair late in August.

TIMKEN BEARING'S PROMOTION

Industrial Firm Uses Canton Station to Boost Visit of Army Show

EDITOR, BROADCASTING:

The Timken Roller Bearing Co. recently undertook to assist in the promotion of the Army War Show which was held in Akron. We believed that it was a splendid opportunity for our workers to see much of the equipment which they are helping to build, with two 15-minute programs daily for this purpose.

The one program went on the air at 12:30 p.m. to reach workers on the late shifts, and the second program went on the air at 6:45. These programs were all produced in the studios of WHBC under my supervision, with the very extensive help of Pvt. Robert Waldrop, former NBC announcer, who is now in the Army.

I think when you read the scripts, * * * you will realize that Pvt. Waldrop did a very outstanding job here of writing and producing. If for any reason you or your readers would like to hear transcriptions of these programs, I should be glad to loan you a set. I think this job might well be done by some corporation or group of interested people wherever the Army War Show goes.

S. S. HUFFMAN,
Advertising Dept.,
Timken Roller Bearing Co.,
Canton, O.

July 22

EDITOR'S NOTE: Station executives interested in the Timken innovation should write Mr. Huffman direct.

AIR THEME MARKS BLUE CO-OP DRAMA

SECOND dramatic program to be offered for local sponsorship by BLUE will be *Scramble*, aviation news and adventure series which started on a sustaining basis July 10 in cooperation with the National Aeronautic Assn. and the Aeronautical Chamber of Commerce of America.

Participations will be limited to manufacturers of aircraft or related products and will be available beginning Aug. 31. Aired Friday, 7-7:30 p.m., the program aims to encourage membership in the Junior Air Reserve in addition to stimulating flying, model-building and air-mindedness in general.

Other BLUE dramatic program available to local sponsors is *Gang Busters*. Four news commentators are also broadcasting on this basis.

New York Bell Starts 11-Station Spot Series

IN LINE with the nationwide drive by telephone companies to instruct the public on the effect of war on equipment and communications [BROADCASTING, July 20], the New York Telephone Co. started its State campaign last week on 11 stations. Using one-minute transcriptions and stationbreak announcements in most cases twice daily, the company started July 22 in New York City on WOR, WEAF, WJZ and WABC, and on July 24 in upstate New York. Stations are WGY, Schenectady; WHCU, Ithaca; WGNY, Newburgh; and WBEN, WGR, WKBW and WEBR, Buffalo. Agency in charge is BBDO, New York.

Religious Disc Series Is Placed on 9 Outlets

AS A TEST in selected rural areas, a group known as the Agency For Practical Christianity last week started five-minute and quarter-hour transcriptions on nine stations in a campaign to promote the John C. Winston publication, *The Complete Sayings of Jesus*. Listeners are urged to write in for the book for a 98-cent charge, although the agency itself is a non-profit organization, turning over all profits to expenses.

Stations carrying quarter-hour religious transcriptions are WNAX, Yankton; KRNT, Des Moines, and WMT, Cedar Rapids. Spot announcements are heard three to six times weekly on KMJ, Fresno; WWVA, Wheeling; WBT, Charlotte; KFBK, Sacramento; XENT, Nuevo Laredo, Mexico. Agency is Huber Hoge & Sons, New York.

Kyser Rehearsals

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) starting Aug. 3 will start a Monday night studio audience preview of the NBC *College of Musical Knowledge* with Kay Kyser. Dress rehearsal is to try out contestants for broadcasts on Wednesday, 10-11 p.m. (EWT). Quality of those drawn haphazardly from past audiences just before broadcast time has proven unsatisfactory and tends to slow down tempo of the show, it was said. With the preview several types can be tried out.

Check over these good KGO NEWS buys!

The *new* KGO now offers you the *best* news availabilities. By all means compare KGO news programs with *all* others . . . compare personalities like H. R. Baukhage, Hilman & Lindley . . . compare times like 10:00 A.M., 1:15 P.M., 9:00 P.M. . . . and compare costs. You'll quickly recognize the best news buys are on the *new* KGO. Look them over!

FOR SALE

10:00 A. M.
Monday thru Friday

COMMENTATOR: Noted news analyst H. R. Baukhage speaks from Washington. Follows "Breakfast at Sardi's" . . . one of the Coast's most popular morning commercial shows. Here's something hot! Ask your Blue Spot representative.

FOR SALE

1:15 P. M.
Monday thru Friday

NEWS PERIOD: Late noon news round-up. This popular KGO newscast has built up a good audience rating. Competition is slight, with no other news opposite it. Figuring cost per thousand listeners, you'll find this established news program a big value.

FOR SALE

9:00 P. M.
Monday thru Friday

COMMENTATORS: Hilman & Lindley report and analyze the news of the day from Washington. These well-known Blue Network commentators are now offered for local KGO sponsorship. Presented on the hour at a popular evening news time.

FOR SALE

2:00 P. M.
Sundays only

NEWS PERIOD: A favorite Sunday afternoon news program which, in April, had built up a 2.2 Hooper rating, and is still building. You can pick up this 15 minute program for the cost of a few announcements! It's a proven *good buy!*

SOLD

KGO IS THE LOCAL ADVERTISERS' FAVORITE STATION!

The *new* KGO has sold more local ½ hour live-talent shows this year than any other San Francisco station. This should indicate to you the enthusiasm, the high-regard of local advertisers for the *new* KGO. Look at this line-up of local KGO programs.

- 7:00 A.M. News — Foreman & Clark Clothiers
- 8:15 A.M. News — National Funding Company
- 11:00 P.M. News—P. Lorillard Company
- 9:30 P.M. (Monday) ½ hour locally produced variety show sponsored by Meyenberg Milk Company
- 8:00 P.M. (Friday) ½ hour locally produced sports quiz sponsored by Roos Bros, clothiers.
- 8:30 P.M. (Friday) ½ hour locally produced community sing sponsored by Remar Baking Company
- 9:00 P.M. (Friday) ½ hour locally produced dramatic show sponsored by Retail Grocers Association

The *new* KGO is moving ahead fast in the San Francisco-Oakland market. Let your Blue Spot representative bring you up to date on the *new* KGO.

The New KGO
SAN FRANCISCO · OAKLAND

810 KCYLS · 7500 WATTS

Northern California's Blue Network Station

Represented Nationally by Blue Spot Sales Offices

NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · SAN FRANCISCO

WPB Seeks Continuing Plan In Tube Conservation Drive

New 'Task' Committee Formed to Report on Tube Simplification and Substitution

SEEKING relief from the critical tube shortage in the broadcasting industry, members of the War Production Board's Radio Branch last Tuesday met with the industry advisory Radio Transmitter Vacuum Tube Committee to consider tube needs of all radio.

As in all meetings of this nature, the principal object was to find a plan of operation that would continue under its own power when once put into effect, it was said.

Highlight of the meeting was the formation of a "task" committee which will determine production of transmitting tubes through 1939 and 1940. This committee, it was said, was asked to recommend substitutions and simplifications of tubes that are rarely used as well as those determined to be obsolescent. Members of the committee are: Dr. W. G. R. Baker of General Electric; H. D. Wilson, Western Electric; S. Norris, sales manager of the Amperex Electronics Inc., Brooklyn; W. W. Eitel, manager, Eitel-McCullough, San Bruno, Cal.

Asks for Old Tubes

The committee was also asked to submit a report on the basic materials going into transmitting tubes; methods of conservation and repair potentialities, as well as recommendations on conservation or substitution.

Frank H. McIntosh, chief of the WPB Radio Section, speaking for Leighton Peebles, chief of the Communications Branch, also said the industry will receive an earnest plea from the WPB asking all tube users to send back old or broken tubes, with a power output of 5 watts or more, to manufacturers. The tubes would be sent to manufacturers making the particular tubes. This would help materially, Mr. McIntosh said, in getting an overall picture regarding tube needs for the future. It was said tube users will be asked to return their tubes on a "patriotic" basis and there will be no compensation for those sent to manufacturers.

The stock received from tube returns would then provide a basis for a substitution and salvage program, it was said, as well as provide materials for a repairs and replacement program. Hope was expressed that the plan would begin to work immediately.

It was explained that salvaged parts would for the most part be used for manufacture of new tubes since it was thought a wide program of tube repairing might require many more man hours than manufacturing new tubes. An exception to this, it was said, would concern the larger tubes which would be repaired whenever possible.

A study on conservation and salvage of tubes is now under way, the WPB said, which will take on more definite form when information requested of the "task" committee is returned. This information is expected to show exact needs of the industry and it was said a program will then be initiated to provide for services in accordance with recognized and proven aims in the war effort. The program also will include a study aimed to balance the load on the tube manufacturing industry for all the justified radio services, it was said.

Cites BWC-FCC Cooperation

It was stated that in the "task" committee's efforts use will be made of all work done along the same lines by other agencies such as the Radio Manufacturers Assn., the American Standards Assn., American Radio Electrical Engineers and the Institute of Radio Engineers. At the same time it was emphasized that the WPB "is greatly appreciative" of the efforts of the Board of War Communications and the FCC for their cooperation in the broadcasting conservation moves.

Aside from members of the "task" committee, members of the Radio Transmitter Vacuum Tube committee who met with Mr. Peebles and Mr. MacIntosh of the WPB were: Rex L. Munger, manager, Taylor Tubes Inc., Chicago; S. George Lafitte, vice-president, Federal Telegraph Co., Newark; George K. Throckmorton, president, RCA Mfg. Co. (represented by Harry C. Bonfig); Ray Burlew, president, Ken-Rad Tube & Lamp Co., Owensboro, N. Y.

WSNY, the new local in Schenectady, N. Y., has announced the appointment of Otho F. Humphreys Jr. as its national representative, effective immediately.

MR. WENTWORTH

WENTWORTH GETS WPB RADIO POST

APPOINTMENT was announced last week by the War Production Board of Ralph C. Wentworth, former president of Lang-Worth Features Programs, as administrative assistant to Frank H. McIntosh, chief of the Radio Section, Communications Branch.

Mr. Wentworth, who was also a partner in the Lang-Worth company and its affiliated corporations, resigned from the organization last March and sold his stock interest to Emile Cote, well-known musical director [BROADCASTING, March 16]. At that time he expressed a desire to have some part in the war effort.

Mr. Wentworth, it was said, will work on appeals and priorities matters affecting broadcasters, effective July 27.

Wiley Wenger, chief engineer of WCAR, Pontiac, has joined the Radio Division of the WPB Communications Branch and will handle applications for broadcasting materials as well as assist with studies of broadcast engineering problems.

EARNINGS of General Electric Co., $20,681,433 for the first half of this year, were 21% below those for the same six months of 1941 despite a 37% increase in net sales, according to the company's semi-annual statement.

RADIO BOND SELLERS in Hartford more than doubled their quota with a total of $3,600,000 when all four of the local stations combined in a two-week drive for war savings in cooperation with the city's two newspapers. Certificates of merit at the completion of the drive were given by Thomas S. Smith (right), Connecticut Internal Revenue Collector to Franklin M. Doolittle (center), general manager of WDRC who was chairman of drive, and Publisher Henry H. Conland, *Hartford Courant*.

Announcer Is Held On Alien Charge

FBI Picks Up Man Fired by Station in Frederick, Md.

PICKED UP by FBI agents in Frederick, Md., where he had formerly worked as an announcer for WFMD, Brandon Roberts is being held in $10,000 bail by Federal authorities in Hagerstown for failure to register as an enemy alien and for representing himself as an American citizen. His real name was revealed as Heinzdieter Harro von Schoenermarck. He will be held pending grand jury action in Baltimore.

According to WFMD spokesmen, "Roberts" represented himself as a graduate of Pat Kelly's NBC announcers' school and as a former announcer for WRUL, Boston shortwave station. He was hired last September, and released July 5. He was picked up by the G-men in Frederick July 16.

Trips to New York

Claiming he was a Harvard graduate, he sought employment as a news commentator, but failed to make the grade and was kept on as an announcer at $20 a week. Station personnel never suspected his alien origin, though noting that he spoke German and French fluently. There never was any evidence of subversive activity, it was stated, but he traveled frequently to New York ostensibly to visit his mother.

In discussions of the war after Pearl Harbor, "Roberts" always appeared to be wholeheartedly on the side of the Allies. Staff associates called him "Junior"—he is about 25—and said he could best be described as "a smart aleck kid" because of his arrogant demeanor. Whether he engaged in espionage activities in connection with war plants in Maryland is presumably under investigation.

Wade to Signal Corps

WARREN WADE, executive program director of NBC's television division, has been commissioned a captain in the Army Signal Corps and has reported for active duty at the Training Film Production Labs., Long Island. Previously with WTAM, Cleveland, Mr. Wade joined NBC in 1930, entered the television dept. in 1938 and became chief of production in 1940. He served as a sergeant in Headquarters Troop, 95th Division, during World War I.

Jersey Beach Spots

TO REASSURE bathers that beaches and other pleasure spots in New Jersey have not been spoiled by war conditions, the New Jersey Council, Trenton, on July 22 began a fourweek series of one-minute spot announcements six times weekly on WJZ, New York. Copy emphasizes that the "heavy hand of war has fallen lightly on the cities of our coast" and that "there is no blackout of the healthful advantages of sea, air and sunshine." Account is handled direct.

Denke
daran!
Das Abhoren ausländischer Sender ist ein Verbrechen gegen die nationale Sicherheit unseres Volkes. Es wird auf Befehl des Führers mit schweren Zuchthausstrafen geahndet.

WANT ONE FOR YOUR RADIO...?

This handy little gadget is a "Radio Muzzle."

Invented by the Nazis . . . and yours, absolutely free, if you own a radio and live under the Third Reich. Here's how it works:

You simply attach it, by means of a convenient slotted hole, to the tuning dial of your radio (you'd better—or else!). Thereafter, whenever you care to listen to broadcasts, you are greeted with a pleasant reminder of your duty according to Hitler.

"*THINK IT OVER*," says this cheery little message. "*Receiving foreign broadcasts is a crime against the German State. By order of the Fuehrer, it will be severely punished . . .*"

So you think it over—remembering, perhaps, certain muffled screams and cries you once heard coming from Gestapo headquarters. And perhaps, like a sensible Nazi subject, you take its warning to heart.

And maybe you don't. Maybe there's a hunger for truth in you, that no threats can suppress. Maybe you still retain some sense of the inalienable rights of a decent human being.

Maybe you tune to far-off America: to RCA-NBC International Shortwave Stations WRCA and WNBI, hearing truths that are flashes of light in a world of darkness and despair.

Thousands of men and women in Europe do listen, as you would listen, to these broadcasts hurled by RCA-NBC shortwave stations across the sea . . .

* * *

There are no muzzles for American radios. You are free to listen to whatever you choose. You are free to listen even to Goebbels' propaganda, if you want a hearty laugh. That freedom is one of the things we're fighting for. It's one of the reasons why we are proud of the RCA equipment at WRCA and WNBI—equipment that is not only working to shorten the war, but is helping to prepare *men of good will everywhere* (yes, even in Germany!) for the just and enduring peace that must, at long last, come.

BUY U.S. WAR BONDS

RCA

BROADCAST EQUIPMENT

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

U. S. FIGHTING aims will be discussed by prominent Americans from the point of view of great Americans of the past, such as George Washington and Daniel Webster, in a weekly series starting on CBS Aug. 3. Titled *Giants of Freedom*, the series will be presented by Freedom House, anti-Axis organization, and the Treasury Dept.

The program will be heard Monday, 4:30-4:45 p.m., the time now occupied by *Spotlight on Asia*, to be temporarily suspended. Wendell Willkie, former presidential candidate, opens the series, and will be followed by Carl Van, writer; Fannie Hurst, novelist, and others. The talks are to be compiled in book form by Farrar & Rinehart, New York publishers, under the title *There Were Giants in the Land.*

Purely PROGRAMS

Civilian Defense

AS A PUBLIC SERVICE for air raid wardens, auxiliary police and fire watchers, a weekly quarter-hour program titled *Civilian Defense*, has been started on KFI, Los Angeles, under auspices of the City Defense Council.

* * *

Songs of Yesterday

TUNES of the past are featured in the *Remember This One?* program of WSB, Atlanta.

Blue Format

TIMELY NEW format of the BLUE Breakfast Club, sponsored by Swift & Co. (meat products), Chicago, Thursday, Friday and Saturday on 93 stations, 9:30-9:45 a.m., has for its goal consumer cooperation. Each Thursday human interest stories behind Swift & Co. personalities who have made important contributions to the meat industry will be heard. On Fridays wartime service problems of retailers—price ceilings, curtailed home deliveries, personnel shortages—will be explained from the dealer's viewpoint. Helpful hints on meal planning, buying, preparation and serving will be given on Saturdays by Martha Logan, Swift & Co. home economist.

* *

'Petticoat Pioneers'

WITH the young women of Canada donning Army, Air Force, Navy and Red Cross uniforms, the Canadian Broadcasting Corp. has started a series of programs of women of another age who helped Canada when the country was young. *Petticoat Pioneers* is a series on the women who helped settle Canada. First broadcast July 20 told the story of Betsy Quinton, mother of the first white child to be born in what is now St. John, New Brunswick.

* * *

Ask the Eagles

AVIATION questions are fired at flying cadets by Lt. Marshall B. Shantz, instructor at the advanced twin-engine school of the Army at Lubbock, Tex., on the KFYO *Cadets In Formation* quiz show. Lt. Shantz, who was an announcer in New York before entering the service, selects a panel of four aviation cadets for each program.

* * *

Ladders To Success

SIDELIGHTS on the development of name bands are presented by Roger Foster, m.c. of WNEW, New York, in a weekly half-hour show on that station. Recordings are used to illustrate Foster's comments on changes in composition of bands and their style of playing during past years.

All About the Yanks

TO GIVE English listeners simple factual information about the United States, WRUL, Boston shortwave station, is presenting a weekly *Information Booth* program, conducted by Dwight Cooke. For the first several weeks of the Wednesday afternoon series, Mr. Cooke is interviewing English, Australian and other foreign visitors or members of the armed forces in this country, and later plans to answer questions sent to the station by English listeners. Queries cover such facts as "Do American women all use fingernail polish?" "What are jukeboxes?" etc.

* * *

War Service

WORTHY SERVICES performed by governmental and private agencies are highlighted in *United We Stand*, five-weekly series on WWRL, New York. Each day is devoted to telling the story of a different organization, and to airing their appeals. The Treasury Dept., Red Cross, AWVS, and USO each have a designated broadcast day during the week. One period is rotated among different agencies. Program also serves as a clearing house for miscellaneous public service news and appeals.

* * *

More Conservation

A SERIES of ten-minute talks on *Wear and Care* of such commodities as linens, cottons, rubber goods, jewelry, gloves, electrical appliances, has been started on CFCF, Montreal, by the Better Business Bureau of Montreal in conjunction with the Consumers Branch of the Wartime Prices & Trade Board. Printed copies of the talks are distributed by the Better Business Bureau.

* * *

Volunteer Bands

DANCE ORCHESTRAS which have volunteered to entertain service men stationed at a Coast Guard training base near New York, are heard on MBS in a series of Sunday broadcasts.

* * *

Coming Attractions

PREVIEWS of the coming week's programs are given each Friday on the quarter-hour *Sponsor's Corner* of KIRO, Seattle. Show deals with the guest actors, comedians, musical selections, conductors, etc.

* * *

Tempus Fugit

ANNOUNCEMENTS are being featured by WTAG, Worcester, which warns war workers that precious minutes are ticking away, using a background of a clock ticktocking.

Announcing

the appointment as our

national representative of

Spot Sales, Inc.

LOREN WATSON

PEGGY STONE

New York · · Chicago · · San Francisco

WCBM

BALTIMORE

THE BLUE NETWORK

JOHN ELMER, *President*

GEORGE H. ROEDER, *General Manager*

V

20 YEARS OF SERVICE

1922-1942

WSYR

SYRACUSE, N.Y.

NBC Basic Red

5000 WATTS AT 570 KC.

The Perfect Combination

KOY

TO SELL ARIZONA

CBS PHOENIX

550 KC

JOHN BLAIR & COMPANY

"That Explains the Coverage"

Affiliate Station WLS Chicago

Scrap Placements Irk Congressman

Rep. Mundt Criticizes Spot Selections in U. S. Drive

SHARPLY criticizing direction of the Government-supervised advertising campaign for vital materials salvage, now in effect, Rep. Mundt (R-S. D.) declared in the House July 17 that "by some strange reasoning, and an eenie, meenie, mynie, moe process, certain radio stations were being 'included in' and other stations were being 'included out'."

The salvage advertising is handled by McCann-Erickson, New York, under Government direction and financed by the American Iron & Steel Institute.

Political Charges

Rep. Mundt expressed regret there "should be any discrimination of any kind against particular radio stations in a national advertising campaign in which Government agencies are involved either directly or indirectly" and went on to read a letter from a "South Dakota radio station".

Intimation of political influence being exerted in the advertising campaign was seen in the letter, which stated: "An advertising campaign on a nationwide basis has been set up in connection with the nationwide salvage drive. Daily newspapers, weeklies, national magazines are being used. It is rather unusual set-up where Donald Nelson as War Production Board chairman and Lessing J. Rosenwald, as Chief of the Bureau of Industrial Conservation, work with Robert W. Wolcott, president of Luken's Steel Co. and chairman of the American Iron & Steel Institute which has underwritten the salvage advertising drive to the extent of $1,500,000 with a probably additional $500,000 forthcoming. We have been informed by our advertising representatives in New York and Chicago that in connection with this unusual setup the proper approach in order to get our station (or any other station) added to the list of stations is through political channels."

Rep. Mundt said he had taken the matter up with Messrs. Nelson and Rosenwald, who assured him, he said, they would look into the situation. The legislator then submitted a plea that other members of Congress join with him in protesting against Government-sponsored or directed advertising programs "which in the first place are unfair to the small newspapers and radio stations and which in the second place are likely to jeopardize the success of the entire salvaging campaign."

WMAN Hearing July 27

HEARINGS on the renewal application of WMAN, Mansfield, O., are to be held July 27 in the Richland County Courthouse in Mansfield. According to the FCC, one of the issues to be determined is whether the control of the licensee has been transferred in violation of Rule 3.10 of the FCC.

KMA is "edited" for FARMERS—not Playboys!

● **What do we mean, "KMA is 'edited' for farmers"? Simply this: 70% of the 19½ hours we're on the air each day are devoted to serving *local* needs and wants—with farm news, market reports, information on soil and growing conditions, household helps, gardening hints, and major seasonal farm problems.**

Why? Because two-thirds of the nearly 3,000,000 people in our primary area are farm or small-town people. And they like KMA programming so much that they give us the highest mail-pull on record for a 5,000-watt station!

For a complete picture of KMA's tremendous market and record-breaking mail response, send for a copy of our latest market data brochure.

The No. 1 Farm Station in The No. 1 Farm Market—

150 COUNTIES AROUND SHENANDOAH, IOWA

FREE & PETERS, INC., Exclusive National Representatives

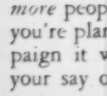
CARRIES *all 10* OF 10 TOP-RATED DAYTIME PROGRAMS!

IN DENVER, *all 10* of the 10 highest-rated daytime 5-a-week programs are carried by KOA! And *every one* has a rating (December through April Denver Hooper Survey) of 10.0 or *better* . . . ranging from 10.0 to 15.8!

In contrast—not a *single* daytime strip on *any* of the *four other* Denver stations has a local rating *as high as any one* of the top ten on KOA! And, comparing the Denver Hooper with national CAB and Hooper reports for the same 5-month period–not a single daytime serial has a *national* rating equal to *any one* of KOA's top ten!

Amazing? Certainly. But any NBC representative can show you *proof* of these facts. Call your nearest NBC Spot Sales Office, or write us direct.

America's **BEST TEST MARKET**



Denver is America's No. 1 Test Market!* KOA is "best for tests" in the rich Rocky Mountain region . . . reaching *more* people at *less* cost. If you're planning a test campaign it will *pay* to have your say on KOA!

50,000 WATTS · 850 KC.
KOA
First in Denver

*Source: Eastern newspaper.

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES

For Comfort

SHORTS and no more is the sartorial order for announcers and engineers of WIBG, Philadelphia, who handle broadcasts of the Phils games from Shibe Park. Broadcast booth is right under the stadium roof and mighty hot. The boys are reasonably safe from prying eyes but they can be spotted by field glasses from the bleachers.

Popularity Rating Shifts in Summer

Half-Hour Programs Reveal Many CAB Variations

A NEW GROUP of half-hour network programs since the switch to summer broadcasting has attained popularity, according to the Cooperative Analysis of Broadcasting in its first warm weather program report.

The current leading hour shows, however, are the same as those of the winter season, except for the programs that have been discontinued in the warm weather, the report states.

The leading half-hour shows this summer, all close runners-up to the wintertime favorites and four of them listed by the CAB among the 10 leading half-hours at the end of the winter season, include *Mr. District Attorney*, Lucky Strike *Hit Parade* (45 minutes), *Post Toasties Time*, *One Man's Family*, *Fitch Bandwagon* and *Take It or Leave It*.

The shift to summer radio, completed in the last weeks of June, found 28 nighttime programs, including the top-ranking half-hour shows, off the air, the CAB report continues. Ten summer replacements were started as well as two new hour shows, *Cheers From the Camps* and *Camel Caravan*. Leader of the 60-minute shows is *Lux Radio Theatre* followed by *Kraft Music Hall* and *Kay Kyser*, all three at the top of the list during the winter season. Only other hour show, besides the two new ones this summer, is *The Good-Will Hour*.

News Broadcasts

News programs continued much as they were in the winter, except that the ratings of the leaders, Walter Winchell and Lowell Thomas, have dipped in accordance with the seasonal trend. Both newscasters are about four points below their respective CAB ratings of 21.4 and 20.4 in April when the winter season traditionally ends.

The CAB last week also issued a report on ratings for audiences hearing the broadcasts July 6 and 7 of the All-Star baseball games, both heard on MBS. The game between the American and National League teams in New York July 6 had a rating of 16.1, while the American League and Service team game played in Cleveland rated 15.2.

CHEESE SPONSORS PUSH CONSUMPTION

TO ADJUST cheese consumption in the United States to dairy production during the summer while some of the Allied Nations are producing enough cheese for their summer needs, cheese manufacturers will substitute copy urging general consumption of cheese on their regularly scheduled radio programs during August.

The campaign is part of a $250,000 eight-week nationwide project under direction of the National Cheese Institute, American Dairy Assn., Wisconsin Dept. of Agriculture and Wisconsin Dairy Industries Assn. Radio advertisers participating in the drive by substituting general copy and omitting their product and firm names are Swift & Co., Chicago, *The Breakfast Club*, on 93 BLUE stations Thursday, Friday and Saturday, 9:30-9:45 a.m.; Land O'Lakes Creameries, Minneapolis, sponsoring Boake Carter on 22 MBS stations, Monday, Wednesday, Friday, 12 noon; and Kraft Cheese Co., Chicago, *Kraft Music Hall*, on 87 NBC stations Thursday, 9-10 p.m.

Newspaper space has been placed in 61 papers in 49 cities and dealer display account for the balance of the appropriation. J. Walter Thompson Co., Chicago, is agency.

Hope Leading Programs In Hooper Coast Survey

BOB HOPE heads the C. E. Hooper list of June Pacific program ratings, based on a survey of listening in homes west of the Rockies. Following Bob Hope, who scores 30.7 in the list of "Top Ten," is *Fibber McGee & Molly*, with a rating of 29.8 and *Aldrich Family* with 21.8. Walter Winchell is next on the list, followed by *Burns & Allen*, Fanny Brice & Frank Morgan, *Radio Theatre*, Kay Kyser, *Take It or Leave It*, and *Adventures of the Thin Man*.

Bob Hope also led in the June 30 Hooper National Evening Ratings Report with 29.5, but in the balance of the list, there are differences in both audience size and rank order, according to Hooper. Among the contributing factors are different time of reception and local competition of Pacific Coast programs.

New KYA Owners Assume Operation

KYA, San Francisco, formerly operated by Hearst Radio Inc., which on July 12 became the property of Palo Alto Radio Station Inc., will continue to be located in the Hearst Bldg., with transmitter on Candlestick Point at the southern end of San Francisco, though the new ownership group was originally organized to build and operate a station at Palo Alto, Cal.

Mr. Davis

Wilfred L. Davis, long identified with major musical interests on the Pacific Coast and in New York, is president of the new corporation as well as station manager. E. E. Rountree, formerly head of the INS Bureau, Seattle, is assistant manager. Don J. Fedderson, formerly of the *San Francisco News* advertising department, has been made station sales manager. Dean Stewart, who was acting manager during the change in ownership, has resumed his former post as program director. Alfred Frankenstein, *San Francisco Chronicle* music critic, has been appointed music consultant. Jack Temple, formerly of KDB, Santa Barbara, Cal., and brother of Shirley Temple, young film actress, has been added to the staff as announcer-producer.

Partly because of priorities, there are no present plans for relocation of either the transmitter or studios, Mr. Davis said. He informed BROADCASTING that certain misconceptions as to the new operation would be cleared up completely with establishment of definite station policies. Although several stockholders and directors of the corporation have Stanford U backgrounds, Mr. Davis declared that this fact did not indicate nor imply that KYA was embarking on a heavy educational policy or going out to do a crusading job.

Directors of the new corporation include O. H. Blackman of Palo Alto, former president of Blackman Co., New York advertising agency; Dr. Frederick E. Terman, Stanford U professor of engineering and president of the Institute of Radio Engineers, now engaged in Government research; John M. Kaar, of Menlo Park, Cal., president of Kaar Engineering Co., radio equipment manufacturers; Dr. Harry B. Reynolds, of Palo Alto, organizer of the Stanford (U.) Associates. Stockholders include Prof. Eliot Mears, Dr. Ralph Howe, Dr. Blake Wilbur, Prof. Eliot Blackwelder, George Gamble, O. K. Hink, Edward H. Heller, Leon Sloss, Mrs. Marie De Forest Emory.

Planters in Chicago

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., has started sponsorship on WBBM, Chicago, of Dr. Gerhard Schacher, news analyst and former European correspondent, for a quarter-hour Sundays, and *Donald McGibney & the News*, quarter-hour Tuesdays and Thursdays. Agency is Goodkind, Joice & Morgan, Chicago.

WOW-LAND IS NOW THE *Perfectly Balanced* MARKET

You have long known WOW-LAND — that territory in Iowa, Nebraska, So. Dakota, Kansas, Missouri and Minnesota that lies within 150 miles of Omaha — as an *agricultural* market, immensely wealthy when crops were good and farm prices high. In a large part of it crop failures are unknown. It has been a good market at any time, because of the diversity of its crops.

Now to this basic and substantial source of spendable income the War has added the balancing factor of industry. Plants for the manufacturing of war materials have sprung up all over the territory. *And this is the significant thing:* Many of these plants are here to stay, converted after victory to the manufacture of new consumer goods from farm products. Henceforth industry and agriculture promise a stabilized economy for WOW-LAND — the perfect balance that makes it doubly worthwhile to invest advertising dollars here NOW!

The Only NBC Station in Nebraska

590 Kilocycles
5000 Watts-Day and Night

RADIO STATION WOW ★ Omaha ★

John J. Gillin, Jr., Gen'l Manager ★ Owned and Operated by the Woodmen of the World Life Insurance Society

NORTH CAROLINA is the SOUTH'S No.1 INDUSTRIAL STATE

CASH INCOME and GOV'T PAYMENTS
(IN MILLIONS)

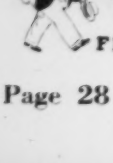
NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

Source: — Department of Agriculture, 1940

WPTF with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No.1 SALESMAN

NBC — 680 K.C.



FREE & PETERS, INC. National Representatives

Merchandising & Promotion

Film Tunes—Autographs With Bonds—Free Tickets
Mimic Contest—Pegeen Facts

PARAMOUNT Pictures, New York, is conducting an intensive two-week campaign for its picture "Holiday Inn" featuring tunes by Irving Berlin, composer of the film's music, in connection with the world premiere in New York, Aug. 4. In addition to two special broadcasts [BROADCASTING, June 29, 1942], Paramount has arranged with 12 network shows to present the 12 Berlin melodies from the movie on a mutually cooperative basis.

Campaign, which started July 22, includes spot announcements, 3, 5 and 15-minute programs on a group of six New York stations, using excerpts from the film's music. A series of 13 brief recordings of excerpts have been prepared for use by stations in connection with the movie's national release. Buchanan & Co., New York, handles the account.

CBS programs to introduce the tunes are: *Texaco Star Theater; Take It or Leave It; Saturday Night Serenade; American Melody Hour.* NBC shows to be used are *Cities Service; Kay Kyser; Manhattan Merry-Go-Round; American Album of Familiar Music; Johnny Presents; Kraft Music Hall* and *Waltz Time. The Quiz Kids* on BLUE will also be used.

* * *

Bond Sellers

TO PROMOTE War Bond and Stamp sales, guest stars sell stamps and bonds directly and distribute their own autographed pictures to bond purchasers in the audience of *Victory Matinee,* daily variety program on WBBM, Chicago. In order to admit large numbers of spectators to the broadcast, WBBM has started an "open door" policy, requiring no ticket for admission, and allowing the audience to enter and leave during the broadcast from 2:30 to 4:00 p.m. Ben Bernie was the first radio personality to act as bond salesman on the program and other CBS-Chicago star talent and visiting celebrities are to follow.

* * *

4,000 Free Tickets

IN A TIE-IN with Paramount Theater, New York, where the film "Priorities on Parade" is showing, WJZ, New York, will stage a performance by its entertainers July 24, distributing free tickets for the performance and movie to 4,000 plant workers in the station's primary area. Basis for the tie-in was the similarity between the action of the movie, and WJZ's special non-broadcast shows for night workers at war industry plants. Blow-up prints of WJZ entertainers, and WJZ banners decorated the theatre.

* * *

WFBL's Trophy

WFBL, Syracuse, is awarding a large bronze statuette in the seasonal competition of youngsters on the *E. W. Edwards Original Juvenile Hour.* Winner will receive a $100 music scholarship and the runnerup will be given the trophy.

Movie Contest

IN CONNECTION with the release of "Bashful Bachelor" latest motion picture of Lum and Abner, BLUE network stars, WREN, Lawrence, Kan., and the local Commonwealth Theaters promoted the movie with a contest to find two local imitators of the pair. Winners appeared in a stage skit at the premiere. Trailers, newspaper ads, plugs and announcements were used to advertise the contest as well as broadcasts of the elimination contests by WREN.

* * *

Button and Ducat

TO PROMOTE interest in the daily broadcast of Pete Roberts' *What Makes the News* program on WIBG, Philadelphia, six names are read on the air each day, culled from Philadelphia's street lists. If the person whose name is called writes to the station advising that he is a Loyal Phils' Rooter, he receives a button as proof of membership and a pass to a Phils' ball game. The program is sponsored by Jim Brady Shoe Stores.

* *

Plug for Pegeen

FACTS on *Pegeen Prefers,* women's interest program which tells listeners of WOR, New York, how to live better on less, are contained in a booklet bearing the name of the program, and just released by the station's promotion department.

"Big Sales in Small Packages," another booklet prepared by the WOR promotion department, presents the success stories of advertisers using short time periods on the station.

* *

Lifebuoy Signs

KLZ, Denver, to promote the current heavy schedule of Lever Bros. Lifebuoy spots, is supplying large two-color posters to 500 grocery outlets in Denver, Colorado Springs and Pueblo, plus weatherproof signs for all Lever Bros. trucks and cars serving the Denver area. Posters and signs promote the product as well as station.

WEVD

NEW YORK'S STATION OF DISTINCTIVE FEATURES

NOW 5000 WATTS

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by—

(1). The feature boxes of newspaper radio program pages

(2.) The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who On WEVD" . . . sent on request.

WEVD

117-119 West 46th St., New York, N. Y.

New Disc Hookup Formed by Blake

Daytime Repeats of Big Net Broadcasts Are Proposed

UNITED Broadcasting System, a new transcription network whose purpose is "to rebroadcast the leading nighttime network shows by transcription during the daytime," is being organized by Howard Blake, formerly in charge of radio productions for Franklin Bruck Adv. Corp., New York. Headquarters are at 480 Lexington Ave., in the offices of Empire Broadcasting Corp., which will record the programs used by UBS.

In a letter inviting stations to join his proposed network, Mr. Blake states that daytime rebroadcasts of the most popular network evening shows will "give the advertisers and the stations large new audiences that neither reaches at present.

Plans for Test Period

He proposes that for a 39-week test period, from Oct. 1, 1942, to June 30, 1943, transcriptions of top-ranking network programs, up to a maximum of 10 hours a week, be sent to one station in each area for daytime rebroadcast. The sponsors will supply the records; the stations will supply the time, both without charge.

Stating that the plan has been approved by advertising agencies placing the highest rated programs and that it will be officially accepted as soon as he can present a station list to them, Mr Blake told BROADCASTING that 24 stations had signed up within a week after his letter went out and many others had expressed interest in the plan.

A major objection, he said, was the length of the test period. Admitting that 39 weeks seemed a long time for a test, he explained that the first 13 weeks was necessary to "stabilize audience reaction." The second 13 weeks will be used for "one of the most extensive and expensive independent surveys ever made", checking the audiences of a dozen or more shows on 100 or more stations from coast to coast. The final 13 weeks will be devoted to presenting the results of the survey to advertisers, soliciting business for UBS on a commercial basis, with network rates set in accordance with the results of the survey.

Not a 'Chisel'

"Some stations we have heard from think that this plan is sponsored by advertisers in an attempt to chisel free time," Mr. Blake declared, "whereas actually the idea started with broadcasters who individually offered free rebroadcasts just to get the outstanding programs on their stations. The advertisers who will test this plan are paying admission fees of about $1,000,000 a week, including the payments of minimum AFRA and AFM scale to artists and the cost of the recordings, or $39,000 for the test period.

"One thing we hope to determine," he continued, "is what rating an evening show must have before it is worthwhile repeating it in the daytime. Meanwhile, the stations joining UBS will be getting programs of proved audience value, which should make these stations of greater service to their communities and of greater value to their advertisers."

Stations solicited by UBS are chiefly secondary stations in major and secondary markets, Mr. Blake stated, either independent stations or affiliates of the BLUE or MBS. There is no competition, he said, between UBS and the Keystone Broadcasting System, as they are completely different in conception, though both are transcription networks.

Donated to Army

TO AID the war effort, WFLA, Tampa, has contributed one of its shortwave units, WGBH, to the Army. It is understood the Army has taken over the entire assembly and has shipped the 40-watt transmitter to its Dayton base. WGBH had been used by WFLA in connection with its mobile unit for talk back purposes.

Co-op Group Fund

COOPERATIVE League of the U. S. A., which represents 19 regional consumer cooperative groups with headquarters in New York, will end its eight-month drive on Aug. 1 to raise $50,000 through voluntary contributions and plans a nationwide campaign to start about Oct. 1. According to the league, it is not settled whether the drive will be a live dramatic network show or a transcribed series placed regionally. Plans will be announced soon.

FCC Statute Changes Proposed in Legislation

COMPANION to the House bill (HR-7370) introduced July 13, a Senate bill (S-2661) was introduced last Monday amending the Communications Act to remove obstacles to effective prosecution of the war. The Senate bill was introduced by Sen. Clark (D-Idaho) and followed recomendations of BWC-FCC Chairman James Lawrence Fly. The House bill was introduced by Chairman Lea (D-Cal.) [BROADCASTING, July 20].

Virtually all requested amendments to the act deal with communications on the emergency powers vested in the President but which were turned over to the BWC by Executive Order.

The Senate bill, turned over to the Committee on Interstate Commerce, is expected to meet with no opposition, committee spokesmen stated. However, further action on the bill is not expected until the latter part of the week due to other pressing committee matters.

KSD

EXCLUSIVE OUTLET for NBC in ST. LOUIS AREA

"The Network Most Persons Listen to Most"

The Station which carries the greatest number of most listened-to network programs is the station on which an advertiser is sure of finding the greatest acceptance for his programs. KSD is that station in St. Louis.

KSD

It Is 225 Miles from KSD to the Nearest NBC Station

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO ATLANTA SAN FRANCISCO HOLLYWOOD

FIFTY GRAND

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Morale Exchange

IRONICAL isn't it, that the Jack Benny and Bob Hope programs, particularly the latter, transcribed by NBC without commercials and being broadcast regularly over the British Broadcasting Corp., should turn out to be such important morale builders among the wartime British audience? That's what William B. B. Fergusson, managing director of Lord & Thomas Ltd., London, now in New York, reported the other day [BROADCASTING, July 13] —and there is much that the information chiefs of this country and Britain can learn from his report.

The Bob Hope show, for example, originating as it does from Army camps, with soldiers cheering in the audience, has proved to be "one of the clearest ways of picturing the tremendous scope of the American training program" to the war-bound British Isles, according to Mr. Fergusson. England's curtailed newspapers evidently can't do the job properly, and apparently there is much still lacking on the British radio so far as informing the people about the American war effort is concerned.

It's a great tribute to American radio, to be sure, but the morale builders here and the British Ministry of Information, which recently sent the Hon. Harold Butler to Washington to improve the exchange-of-information arrangement, should know now better than ever that radio is one of the most important implements at hand for the task of winning the war.

Caesar's Dilemma

ANY DAY NOW, Musicdom's horn-tooting James Caesar Petrillo is going to find himself in court. That's because The Little Caesar, in his latest union thrusts, has misjudged his adversaries. He's battling an indignant public now, aside from several industries that have been so much putty in past set-tos with the AFM czar, and who have yielded on the "made work" issue even though they knew the claim of unemployment in musician's ranks was a hoax.

Jimmy has misfired on every front. His ban on recordings for public performance as of July 31, if it sticks, can wreck his union and everything his venerated predecessor, Joseph Weber, built up over nearly a half-century. The better musicians, and the name bands, who record and get royalties, aren't likely to stick to Jimmy when those revenues evaporate. CIO, long anxious to break into AFM's charmed circle, already is working on its own national musicians' union.

All Jimmy wanted was more money from radio, perhaps a percentage of station receipts. Instead, he has collided with the people and with the Government. Broadcasters haven't been in to see him to negotiate. And he finds the industry united. Even the Broadcasters Victory Council, for the first time since its organization, is solidly behind the position taken by the NAB.

Jimmy's colossal blunder was his muddle-headed command to NBC that it throw off the high school band concerts from the summer camp at Interlochen, Mich., after a 12-year sustaining run. The wrath of the youth of America, and its parenthood, came down on Jimmy's head. His action provoked sharp criticism in Congress. It brought FCC Chairman James Lawrence Fly into the affray because of the threat to smaller stations attempting to do a real war job. As Mr. Fly said, without transcriptions and records these stations can't survive, and continue to maintain full schedules.

What's to be done about this labor czar who has thus run amuck while the country wages its fight for life? Assistant Attorney General Thurman Arnold now will enter suit. He has been deluged with complaints from the people, from the beleagured industries and even from interested Government agencies. Past efforts in the courts to curb labor incursions on the made-work issue have proved futile. But never before has this precise issue been adjudicated.

Aside from the aspect of maintenance of public morale in a national emergency, Petrillo's actions strike at the very fundamentals of freedom of expression. Here is a situation where one man commands 140,000 musicians to quit a particular kind of work for reasons not yet clear. He orders a network to cease carrying a sustaining program because it might deprive some union musicians somewhere of some work. He threatens a national strike of musicians on the air because one station in the Midwest couldn't come to terms with its local—terms dictated by Petrillo himself, and allegedly changed whenever an agreement appeared imminent.

Jimmy knows probably better than anyone that his whole plan has collapsed. But he's on record. He has face to save, aside from a $46,000-a-year-job. What will Jimmy do when Uncle Sam formally moves in? We'll venture a guess, but first let's look at the record.

Jimmy can't drop his July 31 transcription-record ban simply because of the heat it has engendered. He can't reinstate the Interlochen concerts under the sort of strafing he's getting in Congress, at the FCC and in the nation's editorial columns. And he can't let AFM disintegrate.

Our guess is that when the Anti-Trust Division enters suit, one Petrillo will announce to his waiting world that his stewardship has been challenged. He will say that until his name is cleared, all bets are off. In grandiose fashion, he will display his magnanimity by proclaiming that the status quo will be retained *pendente lite* (pending litigation). There won't be any July 31 recording deadline, nor any national walkout of musicians—and even the Interlochen concerts will be restored.

But, if all this happens, where will Jimmy be when the AFM holds its national convention next summer? Maybe, with a wave of his czarist wand, there won't be any convention—in the war interest.

Guestitorial

EAR-WITNESS

Here is one of the great stories of radio—in the words of a man who was there when it happened. It is a graphic account of the fundamental part radio played in preparing the peaceful British people for the war. It was radio, modern miracle of mass communication, that geared every man, woman and child in England for the part he must play when "Hitler's black vultures" swooped from the skies. "Wireless" in England—"Radio" in America—two words with the same significance—public service which has won the confidence of the people everywhere. Mr. Masius' account is reprinted from a brochure by NBC.

By L. M. MASIUS
Executive Vice-President, Lord & Thomas

I HAVE heard two fateful pronouncements by radio . . . one, on Dec. 8, 1941, when the President declared that a state of war existed between this country and Japan . . . and the other, long centuries ago, on Sept. 3, 1939. . . .

It was in an old-world cottage in Sussex, England. It was my cottage, and the time was 10:15 on a Sunday morning. . . . Events had piled up over the weekend, and the loud speaker in every home was the one point of contact with what was happening. I shall never forget the chill of the close presence of Destiny when I heard a voice say, over the air, "No answer has yet been given to the ultimatum sent to Berlin by His Majesty's Government. . . . The Prime Minister will address the Nation at 11 o'clock."

I snapped off the radio—it could tell me no more—and went outside into the bright sunlight. Forty-five minutes to go. Forty-five minutes of peace left to the world. In three-quarters of an hour this green countryside, this bright sunlight, would never again seem the same.

It is one of the ironies of our civilization, and one of the things most significant of what we are up against, that our enemies chose, for making war, the one day of the week devoted to the Lord and all that He stands for.

That 45 minutes passed as relentlessly as any I have ever lived through. And then, Neville Chamberlain was speaking. And when he had finished, 44 million people in the United Kingdom were launched into an all-out effort, launched as one soul.

That was the first important contribution of radio to this war. Other equally important

(*Continued on page 37*)

We Pay Our Respects To —

HAROLD EVERETT FELLOWS

HAROLD FELLOWS become an executive when he was 16. And he's still going strong as general manager of WEEI, Boston, CBS key for New England.

Mr. Fellows began his career as a copywriter for a local shoe store when he was a high school student in Haverhill, Mass. After school and on Saturdays, he sold merchandise in the store. When the owner decided to expand by opening a store in Amesbury, Mass., the youngster was assigned to manage the new outlet.

While he appreciated the fact that he had a job beyond his years, young Fellows realized that he had a lot to learn. He then did what few people would have the courage to do. He quit a good job and went to New York to enroll in a business administration course at NYU. Luck stayed with him. Before long, he was a district sales manager for the *New York Tribune*, arranging his college schedule to permit his attending night courses and working during the day. He was 17 at the time. But going to school at night and working hard during the day was more than one man could handle. So he resigned from the *Tribune* and returned to Haverhill, where he entered the beef business.

Things then went along smoothly. He married Janet Edgerly June 10, 1919 and was all set to settle down. But he was not content to sit at a desk all day and do nothing else. He also had community spirit. He put the two to good use by producing shows for the town and staging informal gettogethers. And most important of all, he and two friends formed a singing trio.

The trio was so well liked in Haverhill that its reputation soon spread throughout New England. Eventually, singing changed from an avocation to a vocation for the trio. They played vaudeville all over New England. After a successfull turn at this, Fellows set out on his own as an m.c. and after-dinner speaker.

He decided that if he could find a job that paid $75 a week he would give up vaudeville, which frequently netted him that much for a single appearance. He found that job—selling bonds.

One evening Mr. and Mrs. Fellows were dinner guests of friends who had been urging him to try radio. He had not given much thought to it because he had always been too busy with his stage work.

After dinner his hostess produced a clipping from a Boston paper which read: "Opportunity for a Broadcasting Career — Call at WEEI Wednesday, 3:30 p.m."

Mr. Fellows followed up the advertisement, got himself interviewed, had an audition before a group of advertisers and was told he had the job. He was to be m.c. for a local paint manufacturer's broadcasts and was to receive $15 per show.

He secured a list of the people who were to be on the show and some information about the sponsor's product. Then he wrote his first radio script.

The clients must have like his first show because the following Tuesday morning he became Boston's first radio director when he joined the Harry M. Frost agency. That was in 1928.

Fellows remained head of radio for Frost until 1931 when he switched to the Greenleaf Adv. Agency, Boston, in charge of copy plans and contact. In 1932, he became assistant general manager and commercial manager of WEEI. He held this position for five years. When CBS leased the station from the Boston Edison Company in 1936, he was appointed general manager.

Harold Fellows is active in many Boston civic organizations. He is chairman of the radio division of the Committee on National Defense of the Advertising Club of Boston, chairman of the public relations division of the City of Boston's Committee on Public Safety, member of the committee on meetings and member Luncheons of the Boston Chamber of Commerce, member of the communications section of the Massachusetts Committee on Public Safety, member of the blackout committee, member of the advisory board of Burdett College, member of the board of directors of the Ad Club.

The Fellows' have two daughters —Jeanne, 18, and Barbara, 21 (Mrs. Walton W. Blunt Jr.). They live in Swampscott, Mass.

Personal NOTES

CAPT. WAYNE RICHARDS, former assistant promotion director of KSL, Salt Lake City, has been appointed post adjutant at Mather Field, Cal.

F. K. MITCHELL, formerly salesman of KMO, Tacoma, Wash., has joined the sales staff of KIRO, Seattle.

CHARLES GODWIN, manager of W71NY, FM station of WOR, New York, became the father of a baby boy July 17.

AL GAGE, NBC Hollywood revenue accountant, is the father of a boy born July 17.

ARTHUR E. McDONALD, formerly sales manager of the now non-existent KEHE, Los Angeles, has joined KSFO, San Francisco, as account executive.

BEVERLY HERBERT, son of Guy F. Herbert, manager of the Toronto omce of All-Canada Radio Facilities, has joined the Royal Canadian Air Force.

WALT DENNIS, sales promotion manager of KVOO, Tulsa, has been named Tulsa chairman for the Victory Salvage drive.

EVANS PLUMMER has resigned as West Coast editor of *Movie & Radio Guide*.

RAY BETSINGER, formerly of the WPB, Washington, and prior to that vice-president in charge of sales, advertising and merchandising of Athey Truss Wheel Co., Chicago, has joined the sales staff of WLS, Chicago.

ALEXANDER JOHN McDONALD, formerly supervisor of recorded programs at the Toronto studios of the Canadian Broadcasting Corp., has arrived in Britain to join the CBC Overseas Unit.

HAP POLITE, former assistant commercial manager of KPRO, Riverside, Cal., has been named commercial manager.

HOMER J. BLISS, director of education at WHAM, Rochester, on July 18 married Avis Brooks, also from Rochester. Mr. Bliss is on the reserve list and expects to enter the Signal Corps in January.

DONALD M. LAWTON, sales promotion manager of KPO, San Francisco, on Aug. 1 joins A. E. Nelson Co., headed by Al Nelson.

MAURICE A. VROMAN, commercial manager of KFXM, San Bernardino, Cal., has been appointed general manager. He succeeds George A. Burns, who resigned to join the Army and is now in officers training. Burns had been with the station since 1934.

Gregory Gentling

GREGORY P. GENTLING, 52, president and owner of KROC, Rochester, Minn., died July 17 following a protracted illness.

Mr. Gentling

Prominent in industry affairs as a local station operator, Mr. Gentling served as a director of the NAB. He was also identified with activities of National Independent Broadcasters in its earlier stages.

Gregory Phillip Gentling was born at Mankato, Minn., May 3, 1890. He was educated at Rochester High School and Tulane U. He purchased an interest in the *Rochester Daily Bulletin*, which he sold to enter Tulane to study medicine. He left college to serve in the Navy during World War I. In 1931 he founded the *Olmsted County Journal* published in Rochester.

In 1935 Mr. Gentling entered radio as president and general manager of KROC. He was commander of the local (William T. McCoy) post of the American Legion in 1926 and 1927.

Mr. Gentling is survived by a wife and four sons—David, in the Navy Air Corps; Phillip, dental student at Northwestern U; Allen, who was graduated from Tulane this year. The fourth son, Gordon, is 10 years old.

Rita Murray

RITA MURRAY, 42, Hollywood commentator, known in West Coast radio as the Voice of Friendship, died in Methodist hospital, Los Angeles, July 17, following a three-week illness. Entering radio in 1929 Miss Murray was the investment counsellor of the air on CBS West Coast stations for several years. More recently she was commentator on the twice-weekly quarter-hour *Voice of Friendship*, sponsored by Breakfast Club Coffee Inc. on 3 CBS California stations. In 1930 she was given the award of the International Education Convention in Geneva, Switzerland, for the best feminine radio voice. Surviving is her mother, Mrs. Caroline Murray of Visalia, Cal.

Mrs. Leola A. Brown

MRS. LEOLA A. BROWN, 43, receptionist of WSB, Atlanta, died at her home June 20 after a lingering illness. At WSB since 1930 Mrs. Brown was widely known in radio and at one time was night manager of the station. For many years she wrote WSB's nightly signoff messages during her spare time. Surviving are a son, Jack, of the WSB promotion department, and two sisters.

Sgt. James Godbehere

SGT. JAMES GODBEHERE, RCAF observer, formerly an assistant in the commercial department of CFCF, Montreal, was killed in air operations over Germany May 31. Previously he had been reported missing following operations.

BEHIND the MIKE

HELEN PAYNE, of the CBS production staff, is pinch-hitting as producer for *Valiant Lady*, the General Mills show on CBS, while Ken Fickett takes his vacation. Miss Payne will substitute for other CBS producers on vacation.

ILKA CHASE, commentator on the weekly NBC *Luncheon Date With Ilka Chase*, after several weeks in Hollywood on a film assignment, has returned to New York and goes into rehearsal for "Susan & God", stage production. Miss Chase resumes her program Sept. 5 after a six-week layoff.

C. J. MARSHALL, for 13 years credit manager of KHJ, Hollywood, has joined the Army as private. He served in the last World War.

IAN SMITH, former Canadian Broadcasting Corp. Toronto producer, has made four transatlantic flights in addition to several other special flights since he left the CBC last January. He is a navigation officer in the Royal Air Force Ferry Command, his present job being navigator for famed America flyer Capt. Clyde Pangborn.

TED ARCHER, new member of the announcing staff of CBL and CBY, Toronto, is a veteran of the Second World War. He returned to Canada in April, honorably discharged following an accident which incapacitated him for further active service.

HOWARD RAY, formerly in the commercial department of KPRO, Riverside, Cal., has been named program manager.

HAL GRAVES, announcer of WWRL, New York, has joined the Enlisted Reserve of the Signal Corps and is studying aeronautical radio communications at the Melville Radio School. Graves, who holds an amateur radio license, will continue announcing at WWRL until called into service.

WILLIAM LITTLEDALE, guide of NBC Chicago, has joined the Navy as a first class radio technician.

CLEVE CONWAY, announcer of NBC Chicago, is the father of a girl born July 14.

BILL CONRAD, producer of KMPC, Beverly Hills, Cal., on the weekly quarter-hour *Hermit's Cave*, sponsored by Simoniz Co., has joined the Army Air Forces and is stationed at Santa Ana, Cal. George Sales, news rewrite man, has joined the Office of War Information in San Francisco.

BRUCE WENDELL, formerly announcer of WNEW and WHN, New York, and Mark Gregory, recently of the Yankee Network, have joined the announcing staff of WOV, New York.

MARIE HOULAHAN, publicity director of CBS, San Francisco, has been given the added duties of director of special events at KQW, CBS affiliate.

HAL McINTYRE, announcer of KYA, San Francisco, resigned to join the technical staff of KSFO, San Francisco.

DAVE ORMONT has joined KGFJ, Los Angeles, as announcer. He succeeds Joe Tomes, who resigned to join KSFO, San Francisco.

BOB GARRED, CBS Hollywood newscaster, portrays a football announcer in the Columbia film, "Spirit of Stanford".

WILLIS VAN, CBS Hollywood sales promotion statistician, has resigned to join the Navy.

JACKSON PARKER, formerly of NBC Hollywood artist service, and now a lieutenant in the Army, has been appointed post theatre officer at Keesler Field, Miss.

AUDREY MAYS, formerly writer and commentator on the twice-weekly quarter-hour program, *Sally Madison Shopping for You*, on WWL, New Orleans, has joined Weed & Co., Hollywood, as office manager and secretary to Haan J. Tyler, West Coast manager.

OTIS MORSE, formerly chief announcer of WORK, York, Pa., has been named program director of WSBA, York, new 1,000 watt daytime regional scheduled to begin operation late in the summer.

MANTON MARRS has joined the news bureau staff of KVOO, Tulsa.

DONALD BROOKS, news editor and commentator of WORL, Boston, reported July 18 for active duty as a first lieutenant in the Army. He is to be stationed at Camp Upton, N. Y.

Meet the LADIES

LUELLA RUTH CANNAM

NINE YEARS on the staff of WOW, Omaha, is the record of Luella Ruth Cannam. She entered radio as a pianist and instrumental ensemble director. Her aim was to present musical programs that were unusual and different, and as a result her *Singing Violins*, *Nightingale* and *Serenaders* and *The Merrymakers* all clicked.

Later Luella expanded her activities into the commercial field and now, in addition to her musical work, she is a star advertising salesman for the station.

One of Luella's hobbies is her musical library in which she has collected over 1,000 compositions for string ensemble, 300 of them being her own arrangements.

ELEANOR HANSON, women's activities director of WHK-WCLE, Cleveland, has been appointed chairman of women's radio activities of the War Savings Staff of Ohio.

GORDON CARTER, director of the Little Theater of St. Louis and producer-director of the Civic Theater, has joined the production staff of KMOX, St. Louis.

ERNIE HARWELL, sports announcer of WSB, Atlanta, has enlisted in the Marine Corps. He is succeeded by Addi Penfield, who has been with WDNC, Durham, and WPTF, Raleigh.

CLETE LEE, Arthur LeTourneau and Vern More, announcers of KIDO, Boise, Ida., are now in military service.

ARE YOU A PUBLIC (Ky.) BENEFACTOR?

You can be a philanthropist if you like. You can broadcast entertainment to the handful of folks in Public, Peoples and Pigeonroost (Ky.)—but don't expect a business bonanza! The Louisville Trading Area, with 57.1% of Kentucky's total effective buying income, is the market where entertainment pays *dividends*. If *that's* what you want, WAVE is your medium for complete coverage at lowest cost! The proof, if you need it, is yours for the asking.

LOUISVILLE'S WAVE

5000 Watts

970 K. C. . N. B. C. Basic Red

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

In Southern California . . .

A big, concentrated selling job at surprisingly low rates

Soon 10,000 Watts KMPC

LOS ANGELES ★ 710 KC

Affiliated in management with WJR, Detroit, WGAR, Cleveland.

NATIONAL REPRESENTATIVE: PAUL H. RAYMER CO.

HUBERT K. GAGOS, UP Pacific division radio editor, headquartered in Los Angeles, has joined the Army Air Force as first lieutenant assigned to public relations and is stationed at Santa Ana, Cal.

EUGENE ENGLISH, in charge of KNX, Hollywood, auditions, has resigned to take a Government post.

GEORGE ROOSEN, producer of WBBM, Chicago, became the father of his third daughter on July 19.

BOB DILLER, announcer of WIND, Chicago-Gary, recently married Helen Knell of Aurora, Ill.

JACK KINZEL, chief announcer of KIRO, Seattle, has been called to active Navy duty as an ensign. Bob Spence is handling his duties.

CHARLES CORRELL, who portrays Andy in the five-weekly CBS *Amos 'n' Andy* program, is the father of a girl, Barbara Jo, born July 21.

S. KEITH JAMESON, formerly news editor and announcer at WKBN, Youngstown, O., has joined the announcing staff of WMAL, Washington.

JAY VICTOR, formerly with WEAF, New York, and a writer for Bob Hope, has joined WCAU, Philadelphia.

MEL RUICK, formerly announcer of the CBS *Radio Theater*, is now a captain in the aviation branch of the armed forces and last week spoke in behalf of his branch of the service on *Soldiers With Wings*, new CBS series.

WILLIAM A. HOLMES, formerly KPAS, Pasadena, writer-announcer, has been inducted into the Army.

LT. JACK HUGHES, former newscaster of CKPR, Fort William, Ont., is now stationed with the coastal patrol of the Royal Canadian Navy at an Eastern Canadian port.

JIM GARRETT, formerly of KGGM, Albuquerque, N. M., and WFBM, Indianapolis, has been appointed chief announcer of WLOK, Lima, O.

AL SIMON, publicity director of WHN, New York, who has been on leave since May to handle radio activities in conjunction with the Greater New York War Bond Pledge Campaign, has been named radio director of the New York branch of the Treasury Dept.'s war savings staff. No successor has been named by the station, which has granted Simon an extended leave. Vivian Brown is temporarily taking over publicity duties at WHN.

JOE COOK, formerly of WSOO, Sault Ste. Marie, Mich., has joined the announcing staff of WWVA, Wheeling, W. Va.

TED KNIGHTLINGER, program director of KMO, Tacoma, Wash., has been recalled to active duty with the Army as a lieutenant. Verne Sawyer, chief announcer, takes up program work and promotion. Ray MacKenzie is taking over all continuity and copy details.

DON ALLEN, Hollywood production manager of Standard Radio Inc., is recuperating from a serious illness which hospitalized him for four weeks.

BILL GILCHRIST, former Canadian Broadcasting Corp. regional press representative in the Maritimes; Bill O'Reilly, formerly assistant Maritime regional program supervisor; and Barry McDonald, former announcer at CBA, Sackville, N. B., have all reached Britain on active service with the Canadian Army and Royal Canadian Air Force.

MRS. RUTH BJORK McKENZIE, traffic manager of KOIN, Portland, Ore., has been installed as president of the Altrusa Club, Portland chapter.

TOM SHANAHAN, formerly of WEMP, Milwaukee, has joined the announcing staff of WHBL, Sheboygan, Wis. Bob Fling, from Chicago, has joined WHBL and is in charge of the *Ten Percent Club*.

LaVELL (Walt) WALTMAN, former program director and special events announcer of KROC, Rochester, Minn., has joined the announcing staff of WAVE, Louisville.

WES BATTERSEA, former freelance announcer of KLZ, Colorado Springs, has been appointed a full-fledged staff member.

R. K. Huntington

ROBERT K. HUNTINGTON, son of Mrs. Ruth Arnold, Pacific coast manager of C. E. Hooper Inc., Los Angeles, is listed among those killed in action during the battle of Midway. Huntington was one of 30 who volunteered for the 15 torpedo plane squadron flight which launched attack on the Japanese invasion fleet. Only one of the 30 survived.

GLENN RIGGS, BLUE announcer of special events, has been designated announcer for the NBC Radio-Recording Division.

Z. V. GWYNN, formerly of WSVA, Harrisonburg, Va., and WFTC, Fayetteville, N. C., has joined the announcing staff of WGAC, Augusta, Ga.

MARY GRATTAN, assistant to Bill Miller in the NBC press department's magazine section, has joined the special reports division of the OWI's Overseas Bureau. She is succeeded at NBC by Margaret Wyvill, formerly of the sales department.

SYLVIA KALIEL, former assistant to the promotion manager of CBS in Detroit and previously of WWJ, Detroit, has joined Atlantic Coast Network as traffic manager.

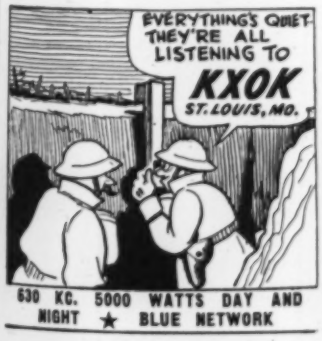
NORMA JEAN ROSS, actress of NBC-Chicago, is to be married to Wayne Van Dyne, formerly singer of NBC-Chicago, before Aug. 1.

JAMES HARVEY, announcer of KYW, Philadelphia, has enlisted in the Army Air Force Reserve and has been placed on active duty for glider training.

BOB INGHAM, former sports announcer of WTOL, Toledo, has joined KLO, Ogden, Utah, and the Intermountain Network.

JOHN STINSON, formerly with WIOD, Miami, has joined WLW, Cincinnati, as the newscaster for Esso news programs. Bob Caffey, formerly chief announcer of WJHP, Jacksonville, Fla., has joined the announcing staff of WIOD.

ROGER THOMAS, formerly of the NBC guest relations staff, has been appointed a draftsman and artist in the BLUE research department.



630 KC. 5000 WATTS DAY AND NIGHT ★ BLUE NETWORK

Here's the doggondest farm machine you ever saw. In one, single operation, it replaces a whole flock of back-breaking harvesting jobs—cutting, binding, shocking, pitching and threshing.

In the advertising field, WIBW is the combine's counterpart—an integral cog in the daily life of 678,400 farm homes. With WIBW, you can do a *one-operation job* of distribution, selling, establishment of brand preference and repeat business in five states.

Within our daytime primary area, farmers are now turning a $237,603,000.00 wheat crop * into CASH. In an already-rich area, this is EXTRA, SPENDABLE INCOME. Harvest your share with the WIBW "combine."

* From USDA June 1st report.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Personalities that sell

Even youthful personalities can do a fine selling job on the air, as the Rath Kiddies Revue has proved. Pictured at the mike is Jackie Lee Alton, of Cedar Rapids, a "personality" younger than the program itself.

Rath Renews Kiddies Review on WMT-KRNT

One of America's large meat-packers, the Rath Packing Company of Waterloo, Iowa, measures its nation-wide business in millions.

Also, Rath wisely cultivates its home market. Already a long-time advertiser on WMT (Waterloo-Cedar Rapids), Rath began sponsorship of the WMT Kiddies Revue five years ago.

Last year, results led to a Cowles-station hook-up, including KRNT in Des Moines. Again results proved the effectiveness of the stations and the program, which continued gaining in popularity to attain a peak daytime-rating.

So, this month, another Rath renewal becomes effective on KRNT and WMT—adding another year's group to this five-year parade of future stars.

KSO BASIC BLUE AND MUTUAL 5000 WATTS

KRNT BASIC COLUMBIA 5000 WATTS

The Cowles Stations in DES MOINES

Affiliated with the Des Moines Register and Tribune

Represented by The Katz Agency

Agencies

ALLEN M. WHITLOCK, account executive of Marschalk & Pratt, New York, a lieutenant in the Army Air Force Reserve, has been assigned to active duty as a public relations officer at the West Coast Air Force Training Center, Santa Ana, Cal. Edward J. Whitehead, formerly of the radio department, has received an appointment to the Infantry Officers Training School, Fort Benning, Ga.

S. A. BANNISTER, formerly research specialist of Shields & Co., and Charles H. Jones & Co., New York investment firms, has joined Anderson, Davis & Platte, New York, as a special assistant to T. H. Anderson Jr., president, on research and statistical problems.

JAMES W. CHRISTOPHER, formerly advertising manager of Colonial Finance Co., and well known in St. Louis advertising, has joined Dan B. Miner Co., Los Angeles, as chief copy writer and account executive.

WILLIAM T. PICKERING, president of Heintz, Pickering & Co., Los Angeles agency, has joined the Coast Guard as lieutenant (j.g.). He resigned as president of the Los Angeles Adv. Club, the post being taken over by Fred J. Tabery.

TED H. FACTOR, head of the Los Angeles agency bearing his name, has joined the Army Air Force. Aileen LeBell has taken over agency management for the duration.

WALT GREEN, formerly of J. M. Korn Agency, Philadelphia, and before that with Emil Mogul Co., New York, has joined the radio department of Philip Klein Adv. Agency, Philadelphia.

Morrell Elected V-P

NORMAN MORRELL, Hollywood radio division manager of Lord & Thomas for approximately 18 months, has been elected a vice-president. Mr. Morrell joined the firm's New York staff in 1929, taking over the Hollywood management in January 1941. Robert Freeman, art director of the agency's Los Angeles office since 1927, has also been elected a vice-president. Both will continue in their present posts. Appointments were announced jointly by Albert D. Lasker, Chicago, chairman of the board, and Don Belding, executive vice-president in Los Angeles.

LEONARD M. MASIUS, executive vice-president and manager of Lord & Thomas, New York, has left for active service in the Army, having obtained a major's commission. Emerson Foote, vice-president, has assumed Masius' post as executive vice-president in charge of New York operations.

GAIL RAPHAEL, for eight years a member of the copy staff of Lord & Thomas, New York, has resigned to accept a commission in the Navy.

GUY RICHARDS, director of media, and spacebuyer of Compton Adv., New York, has been elected a vice-president. Richards joined Compton in 1935.

LESTER HARRISON Assn., New York, on Aug. 1 will move from 14 W. 40th St., to 341 Madison Ave.

CHARLES A. WHITE Jr., vice president of Earle A. Buckley Organization, Philadelphia agency, has left to join the Army.

EDMUND T. LUCAS, contact man and copywriter of Aitkin-Kynett, Philadelphia, has been commissioned a lieutenant (j.g.) in the Navy.

HARRY T. MITCHELL, former vice-president and director of J. Sto ing Getchell, Detroit, and prior to a partner in Frederick & Mitchell, C cago, has joined J. Walter Thomp Co., Chicago, as account executive.

NATE TUFTS, of the productio staff of Ruthrauff & Ryan, will transferred this week from the Ne York office to Hollywood, where will serve as director of that bran of the radio department.

GEORGE KERN, timebuyer of Bo ton & Bowles, New York, has receive a commission as a captain in the Arm and reports at Princeton U for trai ing Aug. 2.

CHESTER T. BIRCH, formerly a account executive of Sherman K. El & Co., New York, has joined Pedl & Ryan, New York.

LAWRENCE MILLIGAN has re signed as account executive of She man & Marquette, Chicago.

HENRY LOUCHHEIM, account ex ecutive of Al Paul Lefton Co., Phila delphia and New York, has received commission in the armed forces.

GEORGE LAVENSON, formerly ac count executive of the Lavenson Bu reau, Philadelphia agency, has com pleted officers' training school at For Benning, Ga.

GEORGE DURAM, media director of H. W. Kastor & Sons Adv. Co., Chi cago, is the father of a baby girl born July 22.

G. MUNRO HUBBARD, president and director of Doremus & Co., New York, has retired from the firm to se up an independent consulting busi ness in the advertising and public re lations fields. He headquarters in the New York office of Doremus. William H. Long Jr., Doremus chairman, con tinues as chief executive officer.

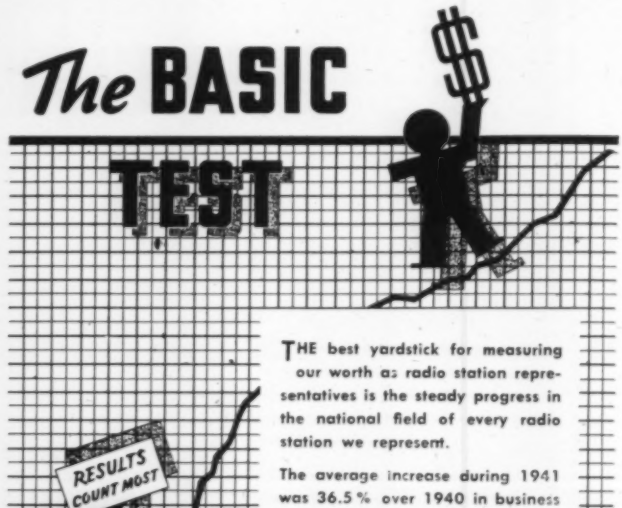
Opens Radio Dept.

BLUMBERG & CLARICH, New York, has opened a radio depart ment under the direction of Cy Newman, formerly of WITH, Balti more, and WWRL, New York. New man has handled radio sales, pro duction and script writing for Al fred Dixon Speech Systems, New York, and has also served with Leo S. Golnick & Ass., Baltimore. He is currently writing scripts for Mel Allen's sports show on WMCA, New York. Newman July 17 be came the father of a baby girl, his sixth child.

CARLTON E. MORSE, Hollywood writer-producer of NBC *One Man's Family*, sponsored by Standard Brands (Tenderleaf tea), has written a war theme play "The American Scene" for presentation at the Bohemian Grove encampment near Santa Rosa, Cal. Original music is by Paul Carson, organist of the program.

MRS. ETHEL BUTLER YOUNG, 52, wife of John Orr Young, co-founder and former president of Young & Rubicam, New York, died July 17 at her home in Westport, Conn.

The BASIC TEST



THE best yardstick for measuring our worth as radio station representatives is the steady progress in the national field of every radio station we represent.

The average increase during 1941 was 36.5% over 1940 in business contracted through our office.

WEED AND COMPANY

NEW YORK · DETROIT
CHICAGO · SAN FRANCISCO

RADIO STATION REPRESENTATIVES

"Every time I hear those recruiting spots on WFDF Flint Mich., I feel all at sea."

WDGY's FULLTIME RECALLED BY FCC

ACTING on its own motion, the FCC last Tuesday reconsidered and set aside a grant to WDGY, Minneapolis, authorizing the station to operate fulltime on 1130 kc., and restored the station to limited time operation on that frequency with 1,000 watts.

On July 7, the FCC had authorized WDGY to operate fulltime, using 5,000 watts until local sunset and 250 watts at night. The station originally had sought an authorization to operate with 500 watts after sunset during the summer and 250 watts during winter months.

No reason was given by the Commission for its action, which summarily terminated its fulltime authorization. The 1130 kc. channel on which it operates is regularly assigned to KOB, Albuquerque, which station WDGY was to protect during its nighttime operation.

'Youngest'

'TEEN youngsters are asserting themselves these days. Last week BROADCASTING reported the claim of a Sacramento youngster who presents himself as the youngest announcer. This week word comes from Bob Corley, 18, of WGAA, Cedartown, Ga., that he believes himself to be the youngest program director.

Ear-Witness

(*Continued from page 32*)

contributions followed thick and fast. Gasoline rationing was announced. Evacuation instructions were issued. Tighter black-out restrictions were given. No other medium could have accomplished so quickly, and so completely, the girding of the entire British Nation for war.

But days before, in the preparation for what was inevitably to happen, radio had played an equally vital role. The words have escaped my memory, but the feeling of ominousness which they evoked will long stay with me. Strange announcements had come over the loudspeaker; announcements in code, announcements that said something is happening.

Suddenly a voice would say, "All ships approaching X lighthouse at the mouth of Y river, please regard Zones 7, 8 and 9." It could mean but one thing—mines were being sown, and that in itself could mean but one thing—swiftly and threateningly WAR was approaching.

On the peaceful Thursday before war was declared, all day long, ceaselessly over the air, instructions were given for the evacuation of school children in the large metropolitan centers of England, Wales and Scotland. Where they were to go. How they were to be moved. The time of their departure. What they were to wear. The provisions and equipment they were to carry with them. A new "slaughter of the innocents" was to be averted—and was BEING averted—through the magic of radio.

The evacuation was to take place the following day, and when Friday morning dawned, there wasn't a parent in the whole of the country who did not know, to the minutest detail, exactly what to do in the greatest movement of child population which the world had ever witnessed. And when Friday evening came and those precious bits of British family life were in places of safety and were well-sheltered and taken care of, one could only look back with awe upon this latest miracle wrought by radio.

Hitler might come now. If his black vultures had appeared just 24 hours earlier, one shudders to think what might have happened. In but a brief space of time, radio had arranged to put these potential victims beyond his vile grasp.

Not quite 30 years have passed since a flash from the Titanic opened up the longest vista which civilization had yet to view—the era of radio communications. And ever since, radio has proved again and again its power against disaster, against fire and flood, and all the other evils which beset mankind.

They come at all times and in all countries, but never will the bulwark of warning which radio sets against them be better understood or appreciated than it was by those of us who lived through September of 1939, when the world had reached the brink and was about to topple over it.

STANDARD RADIO has announced the following new and renewal subscribers to its program library service: KSEI, Pocatello; KDTH, Dubuque; WTMA, Charleston, S. C.; KFBI, Wichita; WMAL, Washington; WKAR, East Lansing; WMMN, Fairmont, W. Va., and KRBA, Lufkin, Tex.

Co-Op Series of Discs Is Provided by Schlitz

JOSEPH SCHLITZ BREWING Co., Milwaukee (Schlitz beer), is furnishing wholesale distributors with five-minute musical announcements produced by McJunkin Adv. Co., Chicago, and transcribed by World Broadcasting System for placement locally by dealers.

In addition, the campaign is sponsoring two half-hour quiz programs weekly, one in Spanish and one in English, on WKAQ and WNEL, San Juan, Puerto Rico, and HP5G, Panama City. The HP5G programs, wired to all U. S. Army camps in Panama, consist of quiz teams of servicemen, war workers, nurses, etc., before studio audiences of 500 to 600. Daily five-minute transcriptions by Peter Cavallo's orchestra, transcribed by WBS, have been placed on KFAR, Fairbanks, and KINY, Juneau, Alaska, for Schlitz beer. Export Adv. Agency, Chicago, handles export advertising of Schlitz Co.

THE PRETTIEST PICTURE IN CHICAGO

Spot business among Chicago's 50,000 watt stations.

WGN CARRIES 49.5% OF THE TOTAL NATIONAL AND LOCAL SPOT BUSINESS ON THE FIVE 50,000 WATT STATIONS IN CHICAGO.

A Clear Channel Station

50,000 Watts 720 Kilocycles

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York, N. Y. PAUL H. RAYMER CO., Los Angeles, Cal., San Francisco, Cal.

XUM

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KQW, San Francisco

Kellogg Co., Battle Creek (Rice Krispies), 10 *ta* weekly, thru J. Walter Thompson Co., Chicago.
Curtis Pub. Co., Philadelphia (*Saturday Evening Post*), 8 *sa* weekly, thru BBDO, N. Y.
Rosefield Packing Corp., Alameda, Cal. (Skippy Peanut Butter), weekly *t*, thru Sidney Garfinkel Adv., San Francisco.
New Century Beverage Co., San Francisco (Belfast Sparkling water), 5 *sp* weekly, thru M. E. Harlan Adv., San Francisco.
American Cigar & Cigarette Co., New York (Pall Mall), 34 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Langendorf United Bakeries, San Francisco (Hollywood Bread), 6 *sa* weekly, thru Ruthrauff & Ryan, San Francisco.
Langendorf United Bakeries, San Francisco (American Meal Bread), 7 *ta* weekly, thru Erwin, Wasey & Co., San Francisco.
Johnson & Johnson, New Brunswick, N. J. (Bandaid), 3 *ta* weekly, thru Young & Rubicam, N. Y.
Acme Breweries, San Francisco, 4 *sa* weekly, thru Brisacher, Davis & Staff, San Francisco.
Chemicals Inc., Oakland, Cal. (Vano), 5 *sa* weekly, thru Botsford, Constantine & Gardner, San Francisco.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap), 18 *ta* weekly, thru Ruthrauff & Ryan, N. Y.

WEAF, New York

Lever Bros., Cambridge, Mass. (Lifebuoy), 16 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
Manhattan Soap Co., New York (Sweetheart Soap), 5 *sa* weekly, 10 weeks, thru Franklin Bruck Adv., N. Y.
Dif Corp., Garwood, N. J. (household cleanser), 5 *sa* weekly, 39 weeks, thru Grey Adv., N. Y.
J. L. Prescott, Passaic, N. J. (Bulldog Blue polish), 35 weeks, 5 *sa* weekly, thru Monroe F. Dreher, Newark.
Firestone Tire & Rubber Co., Akron (institutional), *sa* weekly, thru Sweeney & & James Co., Cleveland.
F & M Schaefer Brewing Co., Brooklyn (Schaefer beer), weekly *sp*, thru BBDO, N. Y.

KIDO, Boise, Ida.

Kellogg Sales Co., Seattle, 260 *ta*, thru J. Walter Thompson Co., Chicago.
Wenatchee Rex Spray Co., Wenatchee, Wash. (Flytox), 27 *ta*, thru Western Agency Inc., Seattle.
P. Lorillard Co., New York (Sensation), 6 *ne* weekly, thru Lennen & Mitchell, N. Y.
Luden's Inc., Reading, Pa. (cough drops), 4 *sa* weekly, thru J. M. Mathes Inc., N. Y.
Utah Oil Refining Co., Salt Lake City, *sa* series, thru Gillham Adv. Agency, Salt Lake City.

WOWO-WGL, Fort Wayne

Roman Cleanser Co., Detroit, 221 *sa*, thru Gleason Adv. Agency, Detroit.
Rit Products Corp., Chicago (Rit Soap), 70 *ta*, thru Earle Ludgin Inc., Chicago.
Holland Furnace Co., Holland, Mich., 13 *sa*, direct.
Fruehauf Trailer Co., Detroit, 10 *sa*, direct.
Cities Service Oil Co., Fort Wayne, 30 *ne*, direct.
Marlin Firearms Co., New Haven (razor blades), 52 *ta*, thru Craven & Hedrick, N. Y.

KHJ, Los Angeles

California-Grown Sugar Group, San Francisco (beet sugar), 2 *sp* weekly, thru McCann-Erickson, San Francisco.

WWRL, New York

Hull Brewing Co., New Haven (beer), weekly *sp*, direct.

WHO, Des Moines

Consolidated Products Co., Danville, Ill. (Semi-solid buttermilk), 39 *sp*, thru Mace Adv. Agency, Peoria.
Johnson & Johnson, New York (Band Aid), 132 *ta*, thru Young & Rubicam, N. Y.
Sunway Vitamin Co., Chicago, 3 *t* weekly, thru Sorenson & Co., Chicago.
Funk Bros. Seed Co., Bloomington, Ill. (seed corn), 22 *sp*, thru E. H. Brown Adv. Agency, Chicago.
J. A. Folger & Co., Omaha (coffee), 260 *t*, thru Lord & Thomas, Chicago.
Curtiss Candy Co., Chicago (fruit juice), 195 *sa*, thru C. I. Miller Inc., N. Y.
Allied Mills Inc., Fort Wayne, Ind. (feed), 2 *t* weekly, 78 times, thru Louis E. Wade, Fort Wayne.
Crow's Hybrid Corn Co. (seed corn), 3 *sa* weekly, 52 times, thru Critchfield & Co., Chicago.
Northwestern Bell Telephone Co., Des Moines, 7 *sa* weekly, 30 times, direct.
Washington Apricot Growers Assn., Seattle, 6 *sa*, thru Izzard Co., Seattle.
Paul F. Beich Co., Bloomington, Ill. (Whiz), 4 *sa* weekly 52 times, direct.
Carey Salt Co., Hutchinson, Kan., 1 *sp* weekly, 10 times, thru McJunkin Adv. Co., Chicago.

WOL, Washington

Continental Oil Co., Ponca City, Okla. (gas & oil), 5 *ta* weekly, 52 times, thru Tracy-Locke-Dawson, N. Y.
Clicquot Club Ginger Ale Co., Malden, Mass., 6 *ta* weekly, 13 weeks, thru N. W. Ayer & Son, N. Y.
Kellogg Co., Battle Creek (Rice Krispies), 10 *ta* weekly, 20 weeks, thru J. Walter Thompson Co., N. Y.
Curtis Pub. Co., Philadelphia (Saturday Evening Post), 17 *sa*, thru BBDO, N. Y.

CFCH, North Bay, Ont.

Ontario Fruit Growers Assn., Hamilton, 16 *sa*, thru Rusell T. Kelley Ltd., Hamilton.
Henry K. Wampole & Co., Perth, Ont. (proprietary), 63 *ta*, thru J. J. Gibbons Ltd., Montreal.

WABC, New York

Marlin Firearms Co., New Haven (Marlin Razor Blades), 3 *sa* weekly, thru Craven & Hedrick, N. Y.
New York Telephone Co., New York (service, conservation), 5 *ta* weekly, 4 weeks, thru BBDO, N. Y.

WPTF, Raleigh, N. C.

California Fruit Grower's Exchange, Los Angeles, 75 *ta*, thru Lord & Thomas, N. Y.

WREC, Memphis

Penick & Ford, New York (starch brand), 10 *sa* weekly, thru J. Walter Thompson Co., N. Y

WINS, New York

I. J. Fox Inc., New York (furs), 70 *ta* weekly, 6 weeks, thru Louis Kashuk, N. Y.

WHN, New York

National Bowling Recreation Arena, New York, 7 *sp* weekly, 35 weeks, direct.
Tourneau Watch Co., New York, weekly *sa* 13 weeks, thru Mervin J. Chasen, N. Y.
I. J. Fox, New York (furriers), 7 *sa* weekly, 28 weeks, thru Lew Kashuk, N Y.
Paramount Pictures, New York (current movies), 5 *sp* weekly, 2 weeks, thru Buchanan & Co., N. Y.
Barricini Candy Co., Long Island City (candies) 4 *sp* weekly, 14 weeks, thru King Adv. Agency, N. Y.

Acme Beer Adds

ACME BREWING Co., San Francisco, has augmented its seasonal campaign with a heavy midsummer schedule, using home economics participations, novelty programs, news and transcribed spots. Two quarter-hour participations are used weekly on the *Breakfast Club* on KPMC KHSL KXO KIEM KHJ KMYC KYOS KDON KVCV KFXM KGB KFRC KVEC KVOE KDB KTKC. The transcribed spots are used on KIEM KMJ KYOS KHSL KVCV KFBK KVEC KGO KQW KSFO KJBS. A special program, *Music for a Nickle* is heard on KPO. Home economics participations are used six-weekly on KGO KQW KSFO KJBS. Three newscasts weekly are presented on KFRC. Account is handled by Brisacher, Davis & Staff, San Francisco.

Lever on WEAF

LEVER BROS., Cambridge, Mass., continuing its spot announcement campaign for Lifebuoy, set up on a national basis in the early part of the year, has signed for participations on three package variety shows on WEAF, New York: *Studio X*, six-weekly half-hour; *Rhymin' Time*, five-weekly quarter-hour; and *Funny Money Man*, six-weekly quarter-hour. Lever is using transcribed announcements July 20 to Sept. 12. Ruthrauff & Ryan, New York, handles the account.

FONTANA FOOD PRODUCTS Co., South San Francisco (noodles, macaroni and spaghetti), is conducting a spot campaign on KGO and KFRC, that city. Agency is Long Adv. Service, San Francisco.

With the Z NET, it's a TRIPLE FEATURE at a single rate.

Adv.

Rate Card Adopte ByAtlanticHook

North and South Units A Offered; Discount Scale

FIRST rate card of the newest r gional network, Atlantic Coast N work, completed last week by E ward Codel, ACN general manage offers advertisers a choice of t complete eight-station hookup or North Unit and a South Unit, ea keyed by WNEW, New York.

The North Unit also includ WCOP, Boston; WFCI, Providenc WNBC, New Britain, and WEL New Haven. The South Unit, in a dition to WNEW, is made up WPEN, Philadelphia; WFBR, Ba timore, and WWDC, Washington.

Base rates for an hour of Cl A time (6-11 p.m., weekdays; 1-1 p.m., Sundays) are: Basic N work, $1,775; North Unit, $1,17 South Unit, $1,245. Class B ti (8 a.m.-6 p.m., weekdays; 8 a.m. p.m., Sundays; 11 p.m.-12 mi night, all days) hourly rates ar Basic Network, $1,025; North Uni $665; South Unit, $735.

Scale of Discounts

Basic ACN network rates a subject to discounts scaling fro 25% for a 13-time contract to 50 for a 260-time contract. For th North or South units, the discount run from 15% for 13 times to 40 for 260 times. WBOC, Salisbur Md., and WJEJ, Hagerstown, M are available with either the fu network or the Southern unit, fo from WFBR. Permanent Class A lines connect the ACN stations.

In releasing the new rate car Mr. Codel also announced a sche ule of network features to originat from WWDC as soon as the roun robin hookup between New Yor and Washington, permitting in stantaneous switchover from on point of origin to the other, is com pleted, probably about Aug. 1.

These new ACN programs, no in the process of preparation b Bennett Larson, manager o WWDC and program supervisor fo the network, include a news com mentator, a news roundtable o leading Washington correspondent a series of symphonic concert music from service bands, Govern ment programs and an outstandin feminine commentator. ACN is cu rently broadcasting two series o news programs from London through the cooperation of th BBC.

Scout Salvage Spots

BOY SCOUTS of America la week mailed announcements i script form to every station for us in promoting all salvage drives. With authorization of the salvage section of the WPB materials di vision, local Boy Scout services ar offered in collecting scrap. A quar ter-hour script promoting the sal vage drive is being prepared fo early distribution to 300 stations. Scouts will be enlisted as actors i local presentations.

Radio Advertisers

LOMAX & MOLGAARD, San Francisco (Dr. Hamilton's dog food), using radio for the first time, started a campaign in five California markets recently, using participations on home economics and news programs, as well as spot announcements. The stations are KSRO KJBS KROY KFRE KGDM. As distribution of the product increases additional radio will be used in new markets, according to the Frederick Seid Adv. Agency, San Francisco, which handles the account.

BOOS BROS., San Francisco (clothing store chain), on July 17 shifted its *Speaking of Sports* program conducted by Ernie Smith to KFRC, where it is heard weekly. Agency is Lord & Thomas, San Francisco.

NEW CENTURY BEVERAGE Co., San Francisco (Belfast sparkling water), has renewed for 26 weeks its five quarter-hour newscasts weekly on KQW, San Francisco. Agency is M. E. Harlan Adv., San Francisco.

ITALIAN VINEYARD WINE Co., Guasti, Cal. (I. V. C. wines), in a 13-week campaign which started July 13, is using more than 500 transcribed spot announcements on four stations in the Los Angeles area. List includes KHJ KIEV KRKD KFWB. Agency is Dan B. Miner Co., Los Angeles.

HUDSON SALES Corp., Los Angeles, in a four-week test campaign directed to 1942 auto priority holders, on July 22 started using more than 300 transcribed minute announcements on six Southern California stations, KFAC KMPC KFVD KIEV KFOX KFXM. Participation in the late afternoon Saturday newscast on KHJ, Hollywood, is also utilized. Agency is the Mayers Co., Los Angeles.

PABST SALES Co., Chicago, is expanding activities in the New York Jewish market by sponsoring a new 15 minute program on WEVD titled *Jewish Festivals and Other Jolly Functions*. Program is produced and directed by the Joseph Jacobs Jewish Market Organization. Lord & Thomas, Chicago, handles the account.

GOODYEAR SERVICE Stores, Los Angeles (Southern California chain), to promote its service departments, in a four-week campaign which started July 11 is sponsoring a weekly quarter-hour newscast on KECA, that city. In addition two spot announcements per week are being used on KFI, with placement direct.

GILSON MFG. Co., Guelph, Ont., (furnaces) on Sept. 2 starts weekly quarter-hour *Queer Quirks* on CFRB, Toronto. Account was placed by R. C. Smith & Son, Toronto.

P & G Elevates Ramsey

WILLIAM M. RAMSEY has been appointed director of radio for Procter & Gamble, Cincinnati, according to an announcement by William G. Werner, manager of the advertising division. Mr. Ramsey has handled P & G's radio advertising for a number of years.

F & M SCHAEFER BREWING Co., Brooklyn, which shifted *The Schaefer Revue* from a weekly half-hour show on WEAF to a twice-weekly quarter-hour program, in the spring will add another quarter-hour starting Aug. 28, making it thrice-weekly at 7:30 p. m. Agency is BBDO, New York.

ALBERS Super Markets, Cincinnati, has contracted with WKRC, Cincinnati, for sponsorship of *Your Friendly Philosopher*, Mondays thru Fridays, 6:30-6:45 p.m. The program features Karl Zomar as the *Friendly Philosopher*, and the Anton Bilotti Quintette, composed of members of the Cincinnati Symphony.

METRO-GOLDWYN-MAYER Studios, Culver City, Cal., seeking talent for a permanent dancing chorus of 26 girls, in a five-day campaign which started July 17 used facilities of six stations in that area, with daily announcements on KFWB KMTR KFAC KMPC KRKD KGFJ. Agency is J. Howard Johnson Adv., Hollywood.

FEDERAL SAVINGS & Loan Institute, Los Angeles (investments), in a 13-week campaign which starts Aug. 16 will sponsor the weekly quarter-hour UP feature, *We Cover the Battlefront*, on KFI, that city. Firm contemplates heavy use of Southern California radio in fall. Elwood J. Robinson Adv., Los Angeles, has the account.

WAR WORKERS
LIKE MY STUFF
AP news every daylight hour. Five talent shows from Army camps. Best in music, etc. That's why I can sell your goods in 8 counties in Maine; 10 in New Hampshire; 4 in Mass.
750
WHEB
Portsmouth, New Hampshire
Nat. Reps.: JOSEPH HERSHEY McGILLVRA
Boston Rep.: BERTHA BANNAN

When you think of SPOTS... think of John Blair!
JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO • NEW YORK • DETROIT • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

Cap Cotton says:
"There's more money in Memphis and the Mid-South than ever before!"

Sales Management Magazine estimated Memphis' increase in retail sales for the 12 months ending February 28, 1942, led every other big city in the country, with an estimated 57 per cent increase!
Get your share of this $86,900,000 *increase . . . increase,* mind you . . . by putting WMC on your schedule *now.*

WMC
Memphis Tennessee
5,000 WATTS DAY
1,000 WATTS NIGHT
•
NBC RED NETWORK
•
OWNED AND OPERATED BY
The Commercial Appeal
•
REPRESENTED NATIONALLY BY
THE BRANHAM CO.
•
Member of
South Central Quality Network
WMC—Memphis WJDX—Jackson, Miss.
KWKH-KTBS—Shreveport
WSMB—New Orleans
KARK—Little Rock

XLIII. CENSUS OF RADIO HOMES IN THE STATE OF TEXAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Anderson	9,643	53.6	5,176	3,536	73.3	2,591	1,726	61.2	1,057	4,381	34.9	1,528
Andrews	352	76.1	268	....	....	....	241	79.7	192	111	68.2	76
Angelina	8,525	59.6	5,091	2,803	73.9	2,071	2,643	60.3	1,593	3,079	46.3	1,427
Aransas	960	59.7	572	108	46.7	50	687	64.3	442	165	48.7	80
Archer	1,967	74.1	1,459	....	....	....	1,390	77.8	1,081	577	65.5	378
Armstrong	699	83.6	585	....	....	....	261	83.7	219	438	83.5	366
Atascosa	4,104	41.0	1,683	....	....	....	1,800	49.0	881	2,304	34.8	802
Austin	4,772	42.9	2,047	....	....	....	1,749	59.5	1,040	3,023	33.3	1,007
Bailey	1,592	65.4	1,042	....	....	....	504	68.4	345	1,088	64.1	697
Bandera	1,212	59.4	720	....	....	....	470	61.8	291	742	57.9	429
Bastrop	5,512	42.5	2,341	969	61.6	597	1,672	54.7	914	2,871	28.9	830
Baylor	2,025	67.9	1,375	952	76.4	727	130	62.6	81	943	60.1	567
Bee	3,971	56.6	2,246	1,745	65.1	1,136	790	60.9	481	1,435	43.8	629
Bell	12,145	66.6	8,081	5,304	77.1	4,087	1,673	67.8	1,134	5,168	55.3	2,860
Bexar	84,692	76.1	64,431	67,579	77.4	52,293	12,393	78.4	9,711	4,720	51.4	2,427
Blanco	1,159	64.7	750	....	....	....	362	76.6	277	797	59.3	473
Borden	344	63.2	217	....	....	....	43	61.5	26	301	63.4	191
Bosque	4,297	67.3	2,894	....	....	....	1,780	74.8	1,331	2,517	62.1	1,563
Bowie	13,432	58.2	7,829	5,041	75.0	3,783	2,125	55.6	1,182	6,266	45.7	2,864
Brazoria	6,567	63.2	4,112	1,350	90.0	1,216	2,811	68.0	1,912	2,346	41.9	984
Brazos	7,198	55.3	3,978	3,456	69.5	2,400	1,001	68.7	687	2,741	32.5	891
Brewster	1,626	53.6	869	977	61.8	604	369	37.7	139	280	45.0	126
Briscoe	1,066	66.1	704	....	....	....	465	74.8	348	601	59.2	356
Brooks	1,343	34.9	469	....	....	....	828	39.8	330	515	27.0	139
Brown	7,288	71.1	5,183	3,920	79.1	3,101	774	65.3	505	2,594	60.8	1,577
Burleson	4,679	35.9	1,681	....	....	....	1,583	54.3	859	3,096	26.6	822
Burnet	2,880	62.9	1,811	....	....	....	1,174	68.2	801	1,706	59.2	1,010
Caldwell	6,012	53.1	3,190	2,665	67.3	1,793	980	68.4	671	2,367	30.7	726
Calhoun	1,509	52.8	798	....	....	....	969	58.1	563	540	43.6	235
Callahan	3,140	63.9	2,009	....	....	....	1,391	73.7	1,026	1,749	56.2	983
Cameron	19,721	48.9	9,644	11,071	53.7	5,949	3,550	42.8	1,521	5,100	42.6	2,174
Camp	2,665	49.3	1,313	882	57.9	511	147	61.3	90	1,636	43.5	712
Carson	1,757	87.5	1,537	....	....	....	1,242	88.4	1,097	515	85.4	440
Cass	8,153	45.1	3,683	....	....	....	2,980	58.8	1,751	5,173	37.4	1,932
Castro	1,134	75.9	861	....	....	....	358	78.3	280	776	74.8	581
Chambers	2,097	65.2	1,367	....	....	....	1,580	68.0	1,074	517	56.7	293
Cherokee	10,603	50.2	5,337	2,908	69.3	2,015	1,869	51.3	959	5,826	40.6	2,363
Childress	3,321	72.5	2,407	1,877	77.8	1,461	228	71.2	162	1,216	64.5	784
Clay	3,403	64.4	2,193	....	....	....	1,557	67.5	1,051	1,846	61.9	1,142
Cochran	886	63.1	560	....	....	....	406	63.5	258	480	62.9	302
Coke	1,235	58.9	728	....	....	....	402	60.5	243	833	58.2	485
Coleman	5,457	67.9	3,704	1,668	74.2	1,238	1,052	67.0	704	2,737	64.4	1,762
Collin	12,698	71.0	9,017	2,533	77.8	1,971	2,139	72.3	1,547	8,026	68.5	5,499
Collingsworth	2,722	67.0	1,824	914	69.5	635	236	70.6	167	1,572	65.0	1,022
Colorado	4,716	45.1	2,128	....	....	....	2,423	56.8	1,376	2,293	32.8	752
Comal	3,305	65.1	2,149	1,966	73.5	1,445	365	58.5	214	974	50.3	490
Comanche	5,282	66.2	3,494	960	72.2	693	1,135	70.2	797	3,187	62.9	2,004
Concho	1,571	65.9	1,036	....	....	....	684	63.7	436	887	67.6	600
Cooke	6,376	74.7	4,763	2,725	79.2	2,158	534	74.2	396	3,117	70.9	2,209
Coryell	5,121	61.2	3,134	957	74.2	710	876	64.7	567	3,288	56.5	1,857
Cottle	1,900	66.2	1,258	787	74.0	582	52	58.8	31	1,061	60.8	645
Crane	806	81.7	657	....	....	....	764	82.3	629	42	67.6	28
Crockett	719	63.2	454	....	....	....	581	60.2	350	138	75.6	104
Crosby	2,654	72.2	1,915	....	....	....	1,112	71.9	799	1,542	72.3	1,116
Culberson	447	53.8	240	....	....	....	377	53.4	201	70	55.9	39
Dallam	1,732	78.2	1,354	1,184	83.6	989	179	68.3	122	369	65.7	243
Dallas	113,020	85.0	96,130	92,054	87.8	80,822	15,031	76.9	11,561	5,935	63.1	3,747
Dawson	3,990	68.4	2,730	1,634	70.5	1,151	284	56.9	162	2,072	68.4	1,417
Deaf Smith	1,600	81.5	1,304	738	86.7	640	128	70.8	91	734	78.0	573
Delta	3,347	69.1	2,311	738	80.2	592	573	59.8	343	2,036	67.6	1,376
Denton	9,243	74.2	6,856	3,279	86.3	2,831	1,940	68.3	1,326	4,024	67.1	2,699
De Witt	6,490	50.3	3,265	2,133	62.7	1,337	1,064	56.4	600	3,293	40.3	1,328
Dickens	2,020	67.4	1,363	....	....	....	833	75.3	627	1,187	62.0	736
Dimmit	1,909	37.9	726	....	....	....	1,252	34.8	435	657	44.3	291
Donley	1,996	75.7	1,511	....	....	....	983	77.1	758	1,013	74.3	753
Duval	4,718	50.0	2,360	1,244	54.0	672	2,000	71.4	1,428	1,474	17.7	260
Eastland	8,372	68.0	5,693	3,867	75.8	2,931	1,860	69.2	1,287	2,645	55.8	1,475
Ector	4,445	80.3	3,568	2,875	81.5	2,343	1,516	78.8	1,194	54	56.6	31
Edwards	779	63.5	494	....	....	....	361	66.3	239	418	61.1	255
Ellis	12,918	64.1	8,288	4,628	75.5	3,492	2,421	67.4	1,631	5,869	53.9	3,165
El Paso	31,604	73.1	23,088	24,831	77.5	19,244	4,643	58.2	2,703	2,130	53.6	1,141
Erath	5,830	62.2	3,622	2,232	79.1	1,766	490	53.1	260	3,108	51.3	1,596
Falls	8,857	47.5	4,203	1,815	62.4	1,132	2,015	49.3	993	5,027	41.3	2,078
Fannin	11,007	68.9	7,581	1,939	82.5	1,599	2,772	66.7	1,850	6,296	65.6	4,132
Fayette	7,555	42.5	3,209	772	69.5	536	1,812	59.3	1,074	4,971	32.2	1,599
Fisher	3,265	64.3	2,099	....	....	....	1,272	66.8	850	1,993	62.7	1,249
Floyd	2,814	76.6	2,156	809	78.6	636	456	72.7	332	1,549	76.7	1,188
Foard	1,386	65.4	908	....	....	....	641	66.1	425	745	64.8	483
Fort Bend	7,709	43.5	3,355	989	66.3	656	2,398	64.5	1,548	4,322	26.6	1,151
Franklin	2,255	61.3	1,383	....	....	....	709	66.8	473	1,546	58.8	910
Freestone	5,440	42.6	2,324	950	70.1	666	1,186	58.3	691	3,304	29.3	967
Frio	2,138	39.2	840	785	37.6	295	451	43.3	195	902	38.8	350
Gaines	2,243	69.9	1,570	973	78.2	761	768	70.5	541	502	53.5	268
Galveston	22,150	82.9	18,363	18,079	84.8	15,325	3,053	76.8	2,344	1,018	68.2	694
Garza	1,522	73.7	1,122	....	....	....	694	78.2	543	828	70.0	579
Gillespie	2,813	57.8	1,624	1,030	69.7	718	288	54.5	157	1,495	50.1	749
Glasscock	323	81.2	263	....	....	....	144	87.2	126	179	76.4	137
Goliad	2,087	37.8	789	....	....	....	674	52.0	351	1,413	31.0	438
Gonzales	6,266	46.7	2,930	1,171	61.9	725	1,253	57.3	718	3,842	38.7	1,487
Gray	6,763	86.0	5,816	3,810	87.8	3,345	2,239	86.3	1,933	714	75.4	538
Grayson	19,497	76.2	14,851	9,813	82.6	8,106	3,497	71.3	2,495	6,187	68.7	4,250
Gregg	16,287	69.8	11,368	7,466	75.5	5,640	7,311	70.0	5,118	1,510	40.4	610
Grimes	5,599	38.8	2,174	1,694	54.4	922	823	55.8	459	3,082	25.7	793
Guadalupe	6,240	50.1	3,127	1,896	65.1	1,234	865	61.1	528	3,479	39.2	1,365
Hale	5,056	78.8	3,982	2,361	84.0	1,984	797	75.1	599	1,898	73.7	1,399

Cities of 25,000 Or More Population

City	Units	% Radio	Radio Units
Abilene	7,450	87.0	6,479
Amarillo	14,479	91.9	13,305
Austin	22,519	78.9	17,775
Beaumont	16,199	77.6	12,568
Corpus Christi	15,608	72.6	11,335
Dallas	84,091	87.1	73,218
El Paso	24,831	77.5	19,244
Fort Worth	51,620	85.5	44,111
Galveston	16,474	84.8	13,969
Houston	107,530	85.7	92,165
Laredo	8,523	45.9	3,912
Lubbock	8,674	84.9	7,364
Port Arthur	12,401	84.3	10,450
San Angelo	7,233	79.8	5,775
San Antonio	65,745	76.8	50,505
Tyler	8,037	82.1	6,597
Waco	15,870	78.5	12,465
Wichita Falls	13,057	84.6	11,049

(Continued on page 42)

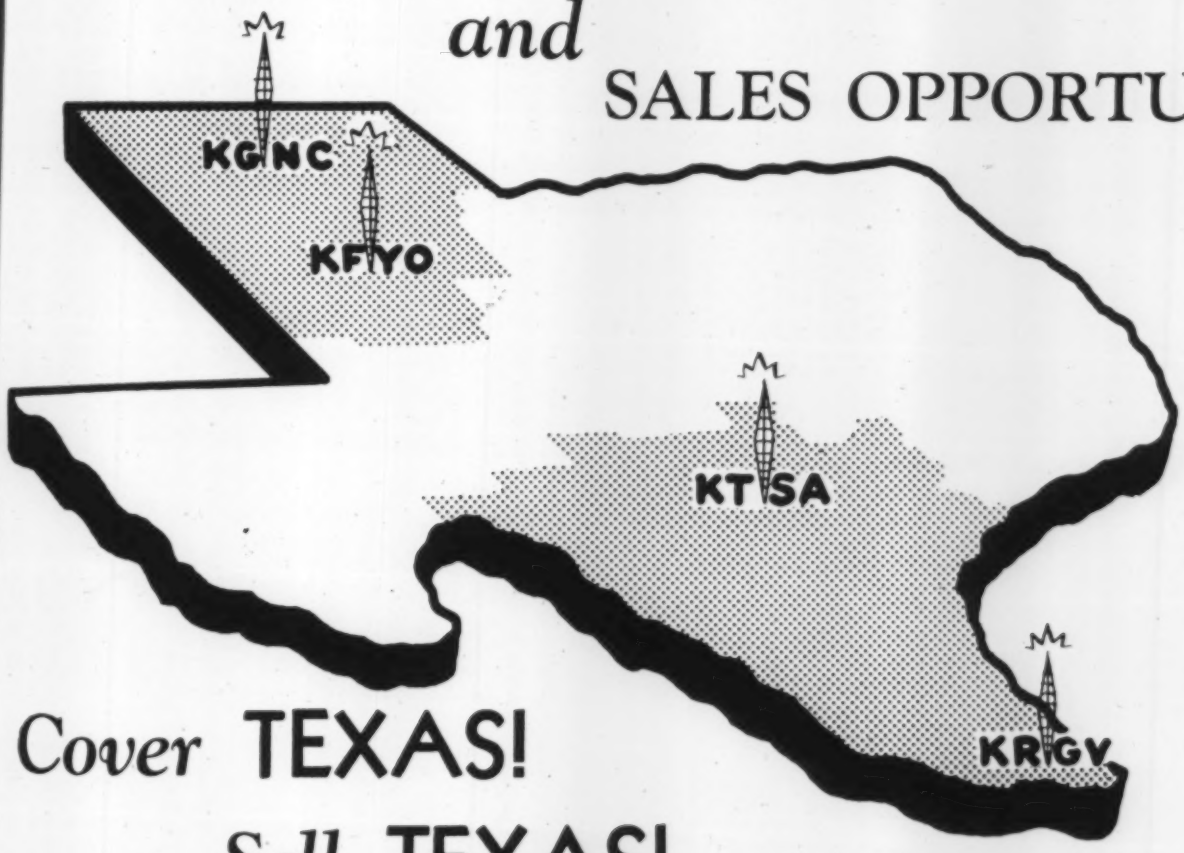
☆ TEXAS ☆

The GIGANTIC *State*

in SIZE • in WEALTH • in COUNTIES
in LISTENER LOYALTY • in RADIO HOMES

and

SALES OPPORTUNITY



Cover TEXAS!

Sell TEXAS!

VIA THE 4-STATION *Taylor-Howe-Snowden* PLAN

WRITE FOR DETAILS

KGNC KFYO KTSA KRGV

AMARILLO LUBBOCK SAN ANTONIO WESLACO

Central Sales Office 805-6 Tower Petroleum Bldg., Dallas, Texas

CENSUS OF RADIO HOMES IN THE STATE OF TEXAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(Continued from page 40)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Hall	3,208	63.8	2,049	1,127	69.6	785	702	59.8	420	1,379	61.2	844
Hamilton	3,705	64.1	2,372	837	81.7	683	735	61.0	448	2,133	58.2	1,241
Hansford	737	80.2	591	....	....	....	420	82.8	348	317	76.8	243
Hardeman	3,008	72.0	2,165	1,053	77.6	817	720	73.7	531	1,235	66.2	817
Hardin	4,228	56.8	2,397	735	66.6	490	2,108	60.8	1,281	1,385	45.2	626
Harris	146,403	82.4	120,628	115,028	85.9	98,791	23,666	73.1	17,289	7,709	59.0	4,548
Harrison	12,727	45.3	5,754	5,173	68.1	3,520	1,903	51.7	983	5,651	22.1	1,251
Hartley	478	82.3	394	68	98.5	67	151	87.8	133	259	75.0	194
Haskell	3,962	67.1	2,659	862	65.4	564	795	68.1	542	2,305	67.4	1,553
Hays	3,710	55.5	2,057	1,601	66.2	1,060	610	58.9	359	1,499	42.5	638
Hemphill	1,137	72.6	825	....	....	....	715	77.5	554	422	64.2	271
Henderson	8,069	53.2	4,296	1,386	72.2	1,000	2,027	61.2	1,241	4,656	44.1	2,055
Hidalgo	23,782	44.4	10,554	11,543	48.0	5,545	4,263	36.4	1,552	7,976	43.3	3,457
Hill	10,317	62.9	6,489	2,291	71.1	1,629	2,681	66.0	1,769	5,345	57.8	3,091
Hockley	3,179	72.6	2,308	834	74.5	621	398	69.6	277	1,947	72.4	1,410
Hood	1,803	56.5	1,020	....	....	....	607	67.9	412	1,196	50.8	608
Hopkins	8,002	63.6	5,087	1,973	74.4	1,468	1,032	63.6	656	4,997	59.3	2,963
Houston	7,733	37.6	2,905	1,359	59.3	806	1,066	56.6	603	5,308	28.2	1,496
Howard	5,440	78.7	4,280	3,413	80.6	2,751	962	78.3	753	1,065	72.9	776
Hudspeth	815	43.6	355	....	....	....	430	55.4	238	385	30.4	117
Hunt	13,314	74.1	9,862	5,484	82.3	4,512	2,032	71.6	1,455	5,798	67.2	3,895
Hutchinson	5,289	88.0	4,655	2,892	83.6	2,417	1,859	93.8	1,743	538	92.0	495
Irion	562	63.2	355	....	....	....	363	59.2	215	199	70.6	140
Jack	2,758	60.4	1,664	....	....	....	1,364	72.5	989	1,394	48.4	675
Jackson	2,846	55.2	1,571	779	66.8	521	698	60.3	421	1,369	46.0	629
Jasper	4,351	45.4	2,021	949	61.6	584	1,465	47.3	693	1,937	38.4	744
Jeff Davis	580	48.1	279	....	....	....	419	46.0	193	161	53.5	86
Jefferson	39,163	80.0	31,338	28,600	80.5	23,024	8,788	80.4	7,064	1,775	70.4	1,250
Jim Hogg	1,216	47.9	583	....	....	....	959	53.9	517	257	25.5	66
Jim Wells	4,735	50.3	2,383	1,946	62.2	1,211	868	47.0	408	1,921	39.8	764
Johnson	8,623	70.6	6,082	3,208	78.8	2,527	1,931	71.8	1,386	3,484	62.3	2,169
Jones	6,179	69.0	4,271	1,325	78.4	1,038	2,013	70.1	1,411	2,841	64.1	1,822
Karnes	4,240	42.1	1,788	756	58.1	439	979	52.1	510	2,505	33.5	839
Kaufman	9,200	58.9	5,416	3,002	70.7	2,123	2,027	54.6	1,107	4,171	52.4	2,186
Kendall	1,507	57.6	868	....	....	....	665	60.5	402	842	55.3	466
Kenedy	134	24.6	33	....	....	....	50	30.2	15	84	21.7	18
Kent	874	57.9	505	....	....	....	306	63.9	195	568	54.6	310
Kerr	3,135	71.8	2,252	1,540	79.9	1,230	641	68.9	441	954	60.9	581
Kimble	1,368	65.2	893	....	....	....	686	65.2	447	682	65.3	446
King	267	80.1	214	....	....	....	98	79.6	78	169	80.4	136
Kinney	897	47.9	430	606	45.3	275	95	46.2	44	196	56.6	111
Kleberg	3,227	61.9	1,999	2,035	66.9	1,362	539	57.5	310	653	50.0	327
Knox	2,560	63.9	1,635	....	....	....	1,191	69.4	826	1,369	59.1	809
Lamar	13,048	61.5	8,027	5,250	75.3	3,952	1,932	59.5	1,149	5,866	49.9	2,926
Lamb	4,567	70.2	3,206	1,044	68.3	713	888	72.2	641	2,635	70.3	1,852
Lampasas	2,673	67.8	1,812	1,041	68.5	713	461	60.1	308	1,171	67.6	791
LaSalle	1,898	30.1	570	864	32.1	277	444	27.3	121	590	29.2	172
Lavaca	6,612	43.1	2,862	794	74.1	588	1,574	59.2	932	4,244	31.6	1,342
Lee	3,048	39.5	1,205	....	....	....	973	61.1	594	2,075	29.5	611
Leon	4,457	36.0	1,602	....	....	....	1,276	59.1	754	3,181	26.7	848
Liberty	6,405	52.4	3,365	904	73.1	661	3,356	57.6	1,934	2,145	35.9	770
Limestone	8,866	52.1	4,622	1,884	64.3	1,211	2,175	61.5	1,338	4,807	43.1	2,073
Lipscomb	1,002	80.4	805	....	....	....	517	82.2	425	485	78.5	380
Live Oak	2,256	51.8	1,169	....	....	....	870	66.1	575	1,386	42.8	594
Llano	1,695	67.9	1,152	767	68.2	523	208	58.0	121	720	70.5	508
Loving	86	84.0	72	....	....	....	72	82.6	59	14	91.7	13
Lubbock	13,819	82.1	11,345	9,697	84.2	8,165	1,287	77.6	998	2,835	77.0	2,182
Lynn	3,085	57.0	2,221	....	....	....	1,158	71.5	828	1,927	72.3	1,393
McCulloch	3,498	68.0	2,380	1,412	75.3	1,063	618	60.1	371	1,468	64.4	946
McLennan	27,326	71.2	19,443	16,689	78.0	13,014	4,606	68.9	3,174	6,031	54.0	3,255
McMullen	364	54.4	198	....	....	....	146	54.1	79	218	54.6	119
Madison	3,050	32.5	991	....	....	....	1,004	46.1	463	2,046	25.8	528
Marion	2,843	34.7	982	812	55.4	450	332	45.5	151	1,699	22.4	381
Martin	1,370	63.0	863	....	....	....	373	71.4	266	997	59.9	597
Mason	1,514	69.3	1,050	....	....	....	726	66.4	482	788	72.0	568
Matagorda	5,302	50.2	2,665	1,881	63.6	1,195	1,611	53.2	857	1,810	33.8	613
Maverick	2,171	41.6	903	1,385	41.4	573	374	42.3	158	412	41.8	172
Medina	3,872	51.5	1,995	....	....	....	1,822	52.6	958	2,050	50.6	1,037
Menard	1,225	67.0	821	....	....	....	711	63.7	453	514	71.7	368
Midland	3,323	74.2	2,467	2,715	77.5	2,103	105	65.7	69	503	58.7	295
Milam	8,272	48.5	4,024	1,415	62.7	887	1,858	59.6	1,107	4,999	40.6	2,030
Mills	2,150	62.0	1,333	....	....	....	657	67.6	444	1,493	59.6	889
Mitchell	3,332	66.9	2,226	1,466	70.2	1,029	440	69.8	307	1,426	62.4	890
Montague	5,433	64.9	3,528	1,779	81.9	1,458	1,121	67.3	755	2,533	51.9	1,315
Montgomery	6,009	50.0	3,006	1,343	64.3	864	2,165	54.0	1,169	2,501	38.9	973
Moore	1,204	89.9	1,083	....	....	....	1,078	89.2	962	126	95.8	121
Morris	2,426	41.5	1,011	....	....	....	869	55.1	479	1,557	34.2	532
Motley	1,325	65.1	863	....	....	....	644	64.2	413	681	66.1	450
Nacogdoches	8,829	49.7	4,419	2,151	75.7	1,629	2,332	49.3	1,150	4,346	37.7	1,640
Navarro	13,502	58.7	7,924	4,490	73.0	3,279	2,823	61.2	1,728	6,189	47.1	2,917
Newton	3,254	36.1	1,177	....	....	....	1,544	50.6	781	1,710	23.0	396
Nolan	4,644	75.2	3,487	2,811	77.5	2,179	677	72.1	488	1,156	71.0	820
Nueces	23,993	65.7	15,753	17,147	70.4	12,076	3,591	60.8	2,185	3,255	45.8	1,492
Ochiltree	1,136	85.8	974	....	....	....	688	87.4	601	448	83.3	373
Oldham	353	90.3	318	....	....	....	229	91.4	209	124	88.1	109
Orange	4,598	65.7	3,022	2,060	70.3	1,448	1,316	58.0	764	1,222	66.3	810
Palo Pinto	5,116	74.8	3,814	1,862	89.1	1,660	1,808	66.5	1,203	1,446	65.8	951
Panola	5,357	38.7	2,078	....	....	....	1,418	56.9	807	3,939	32.3	1,271
Parker	5,612	62.6	3,510	1,788	77.4	1,384	1,009	58.2	587	2,815	54.7	1,539
Parmer	1,504	78.1	1,175	....	....	....	542	77.3	419	962	78.6	756
Pecos	2,029	65.6	1,332	786	64.5	507	754	78.5	592	489	47.6	233
Polk	5,163	47.1	2,432	....	....	....	2,878	58.4	1,680	2,285	32.9	752
Potter	15,047	91.5	13,773	13,986	91.7	12,826	733	88.5	649	328	90.8	298
Presidio	2,187	37.4	816	898	54.7	491	892	27.1	242	397	20.9	83
Rains	1,800	53.9	970	....	....	....	469	56.8	266	1,331	52.9	704

(Continued on page 43)

CENSUS OF RADIO HOMES IN THE STATE OF TEXAS

Number of Occupied Dwelling Units, Percent Radio Equipped and Number of Dwellings having Radios by Counties and Cities of 25,000 or More Population Urban, Rural-Nonfarm and Rural-farm: 1940

(Continued from page 42)

County	All Units			Urban Units			Rural-Nonfarm Units			Rural-Farm Units		
	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units	Units	% Radio	Radio Units
Randall	2,011	87.6	1,763	1,273	91.9	1,169	73	87.1	64	665	79.8	530
Reagan	568	87.2	496	....	....	....	482	87.0	420	86	88.1	76
Real	660	50.8	335	....	....	....	321	46.8	150	339	54.6	185
Red River	7,491	50.5	3,778	1,191	67.9	808	1,489	53.2	792	4,811	45.3	2,178
Reeves	2,049	60.2	1,232	1,265	66.3	839	423	56.6	239	361	42.6	154
Refugio	2,617	64.1	1,674	1,057	67.3	711	896	75.8	679	664	42.8	284
Roberts	360	83.2	300	....	....	....	200	86.5	173	160	79.4	127
Robertson	6,291	41.0	2,578	963	65.2	628	1,646	52.8	869	3,682	29.4	1,081
Rockwall	1,953	60.1	1,177	....	....	....	871	72.8	634	1,082	50.2	543
Runnels	4,922	70.7	3,483	1,188	72.4	860	1,266	72.7	921	2,468	69.0	1,702
Rusk	12,971	57.2	7,406	1,969	68.4	1,346	5,918	71.5	4,230	5,084	36.0	1,830
Sabine	2,736	39.3	1,080	....	....	....	1,015	52.0	528	1,721	32.1	552
San Augustine	2,926	32.3	939	....	....	....	708	53.1	376	2,218	25.4	563
San Jacinto	2,296	21.0	483	....	....	....	663	30.4	202	1,633	17.2	281
San Patricio	7,129	58.7	4,192	2,673	66.0	1,763	2,098	62.8	1,317	2,358	47.2	1,112
San Saba	2,883	62.9	1,813	817	68.5	559	597	53.1	317	1,469	63.8	937
Schleicher	845	62.0	523	....	....	....	453	62.1	281	392	61.9	242
Scurry	3,090	68.3	2,109	1,118	73.5	821	347	66.2	230	1,625	65.1	1,058
Shackelford	1,701	77.1	1,312	....	....	....	1,173	77.9	914	528	75.5	398
Shelby	7,395	44.0	3,253	897	69.9	627	1,521	48.6	739	4,977	37.9	1,887
Sherman	540	81.6	441	....	....	....	292	85.8	249	248	77.2	192
Smith	18,089	64.2	11,613	8,037	82.1	6,597	3,623	68.0	2,465	6,429	39.7	2,551
Somervell	834	52.4	436	....	....	....	353	63.2	223	481	44.3	213
Starr	2,555	25.7	658	....	....	....	1,670	35.2	587	885	8.1	71
Stephens	3,568	72.5	2,591	1,777	78.6	1,396	940	70.5	663	851	62.5	532
Sterling	399	73.7	295	....	....	....	250	75.1	188	149	71.5	107
Stonewall	1,367	60.1	821	....	....	....	438	69.1	303	929	55.8	518
Sutton	1,022	56.1	573	632	58.6	370	74	33.8	25	316	36.3	178
Swisher	1,768	81.9	1,446	....	....	....	856	87.9	752	912	76.1	694
Tarrant	64,512	83.2	53,708	52,815	85.5	45,156	6,964	74.9	5,214	4,733	70.5	3,338
Taylor	11,757	80.3	9,444	7,450	87.0	6,479	2,117	74.1	1,569	2,190	63.8	1,396
Terrell	753	52.3	395	....	....	....	579	51.4	298	174	55.6	97
Terry	2,863	70.0	2,004	1,112	74.4	827	196	77.2	151	1,555	66.0	1,026
Throckmorton	1,134	66.7	756	....	....	....	489	67.5	330	645	66.1	426
Titus	5,085	55.4	2,819	1,314	66.8	878	1,152	76.3	755	2,619	45.3	1,186
Tom Green	10,503	75.6	7,936	7,233	79.8	5,775	1,614	62.5	1,009	1,656	69.6	1,152
Travis	28,070	73.5	20,627	22,519	78.9	17,775	1,864	60.5	1,128	3,687	46.8	1,724
Trinity	3,358	43.8	1,468	....	....	....	1,584	52.1	825	1,774	36.2	643
Tyler	2,942	48.0	1,412	....	....	....	1,208	58.0	701	1,734	41.0	711
Upshur	6,484	52.8	3,427	934	67.3	629	1,502	63.2	949	4,048	45.7	1,849
Upton	1,263	81.4	1,028	781	80.6	629	397	84.1	334	85	76.2	65
Uvalde	3,356	54.2	1,819	1,641	52.4	859	819	53.1	435	896	58.6	525
Val Verde	3,664	52.7	1,931	3,084	52.9	1,632	173	46.2	80	407	53.8	219
Van Zandt	7,996	63.4	5,072	....	....	....	2,723	74.5	2,029	5,273	57.7	3,043
Victoria	6,189	62.2	3,847	3,294	72.7	2,396	943	54.9	518	1,952	47.8	933
Walker	4,562	44.8	2,039	1,000	81.0	810	1,389	47.0	653	2,173	26.5	576
Waller	2,739	36.6	999	....	....	....	1,105	51.6	570	1,634	26.2	429
Ward	2,612	70.5	1,842	1,139	77.8	886	1,133	74.3	841	340	33.9	115
Washington	6,624	35.6	2,367	1,912	65.7	1,256	628	39.4	248	4,084	21.1	863
Webb	10,025	44.5	4,465	8,523	45.9	3,912	642	62.3	400	860	17.8	153
Wharton	9,314	51.4	4,790	2,468	72.5	1,789	2,249	59.9	1,347	4,597	36.0	1,654
Wheeler	3,232	70.4	2,276	895	80.2	718	904	74.4	673	1,433	61.8	885
Wichita	19,954	82.2	16,407	15,423	84.3	13,009	3,081	75.2	2,317	1,450	74.6	1,081
Wilbarger	5,478	75.7	4,146	2,663	77.8	2,073	858	85.7	735	1,957	68.4	1,338
Willacy	3,106	44.0	1,369	1,008	52.3	527	615	44.4	273	1,483	38.3	569
Williamson	10,962	59.8	6,558	3,326	72.9	2,425	2,252	63.0	1,419	5,384	50.4	2,714
Wilson	3,872	39.0	1,512	....	....	....	1,384	51.9	719	2,488	31.9	793
Winkler	1,763	77.7	1,370	750	75.6	567	969	80.0	775	44	62.8	28
Wise	5,140	62.5	3,220	758	78.6	596	1,575	65.4	1,030	2,807	56.8	1,594
Wood	6,274	58.2	3,651	933	68.9	643	1,606	66.6	1,070	3,735	51.9	1,938
Yoakum	1,494	68.1	1,017	....	....	....	1,232	70.7	871	262	55.7	146
Young	5,179	72.5	3,753	2,473	83.4	2,062	972	67.0	651	1,734	60.0	1,040
Zapata	859	20.0	171	....	....	....	613	25.6	157	246	5.8	14
Zavala	2,439	31.1	760	1,327	32.0	424	268	39.7	107	844	27.1	229
State Total	1,678,396	66.9	1,122,042	802,601	78.6	630,911	359,745	65.7	236,144	516,050	49.4	254,987

HERE ARE SOME FIGURES THE CENSUS DOESN'T SHOW →

WOAI's predominant position in the Central and South Texas market is convincingly revealed by this table. Use WOAI—The Powerful Advertising Influence of the Southwest.

CLEAR CHANNEL
50,000 WATTS

Represented Nationally by
EDWARD PETRY & CO., Inc.

WOAI
San Antonio

HOOPER STATION LISTENING INDEX

CITY: San Antonio — MONTHS: April-May, 1942

MORNING INDEX	WOAI	Station "B"	Station "C"	Station "D"	Station "E"	Others
Mon. thru Fri. 8:00—12:00 A. M.	57.5	16.9	7.9	9.0	8.7	0.0
AFTERNOON INDEX	**WOAI**	**Station "B"**	**Station "C"**	**Station "D"**	**Station "E"**	**Others**
Mon. thru Fri. 12:00—6:00 P. M.	66.1	8.3	7.7	9.4	8.3	0.2
EVENING INDEX	**WOAI**	**Station "B"**	**Station "C"**	**Station "D"**	**Station "E"**	**Others**
Sun. thru Sat. 6:00—10:30 P. M.	59.9	25.5	9.0	2.9	2.1	0.6
TOTAL INDEX	**WOAI**	**Station "B"**	**Station "C"**	**Station "D"**	**Station "E"**	**Others**
8:00 A. M.—10:30 P. M.	61.0	18.7	8.7	6.4	4.8	0.4

Salt Lake City is GROWING
—in population
—in business activity
—in listener preference for . . .
KDYL
The POPULAR Station
JOHN BLAIR & COMPANY
UTAH'S ONLY NBC STATION

STATE RADIO CENSUS TABLES

Previously Released by U. S. Census Bureau

With Dates of Publication in BROADCASTING

New Hampshire—March 16
Vermont—March 16
Nevada—March 16
Wyoming—April 13
Montana—May 11
Idaho—May 11
Maine—May 25
Arizona—June 1
Delaware—June 1
North Dakota—June 8
Utah—June 8
New Mexico—June 15
Nebraska—June 15
Oklahoma—June 15
Mississippi—June 22
Colorado—June 29
Tennessee—June 29
Iowa—June 29
Rhode Island—June 29
South Dakota—June 29
Oregon—July 6
North Carolina—July 6
Louisiana—July 6
Maryland—July 6
West Virginia—July 6
Minnesota—July 6
Georgia—July 6
Kansas—July 6
Arkansas—July 6
Connecticut—July 6
Massachusetts—July 13
Missouri—July 13
District of Columbia—July 13
Alabama—July 13
Kentucky—July 13
Florida—July 13
South Carolina—July 20
Indiana—July 20
New Jersey—July 20
Wisconsin—July 20
Virginia—July 20
Washington—July 20

NOTE: Number of Occupied Dwelling Units as reported by Census Bureau in advance releases. Percent radio-equipped calculated by NAB Research Dept. from Series H-7 Bulletin following the Census Bureau practice. Number of radio units, or radio homes, estimated by applying percent ownership to those units not answering radio question and adding such to those reporting radio.

Beatty War News Analyses Starts New Time July 27

QUARTER-HOUR *Military Analysis of the News* by Morgan Beatty, currently heard at 10:30 p.m. five times weekly on the BLUE, will be shifted July 27 to 10 p.m. Monday through Thursday, continuing through Sept. 3 when the series ends. On Sept. 7 *News Here & Abroad* with William Hillman and Ernest K. Lindley, currently heard on the BLUE on a cooperative basis at 10:45 p.m., will shift to 10 p.m. Monday through Thursday.

The same period will be taken over by Raymond Gram Swing Sept. 27 when that commentator starts his four-nights-a-week news series for Socony-Vacuum Oil Co., New York, on 140 BLUE stations. Agency is J. Stirling Getchell, New York.

Mennen News

MENNEN Co., Newark (shave products), will sponsor *Bob Garred Reporting*, quarter-hour news program on CBS Pacific network on Tuesdays, Thursdays and Saturdays at 7:30-7:45 a.m. (PWT), starting Aug. 13. Program originates at KNX and will be fed to KROW, Oakland; KQW, San Jose-San Francisco; KARM, Fresno; KROY, Sacramento; and KOIN, Portland. Agency is Russel M. Seeds Co., Chicago.

Columbia's Station for the SOUTHWEST
KFH
WICHITA KANSAS
Call Any Edward Petry Office

Sub Fete Sponsored

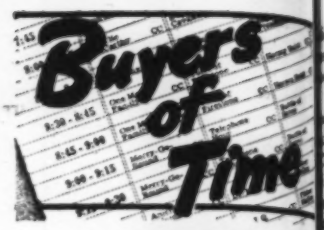
ELECTRIC BOAT Co., New York, took a quarter-hour on the full 127-station BLUE Network last Wednesday afternoon to broadcast the ceremonies concurrent with the laying of the keel of the first submarine to be constructed at the company's "Victory Plant" at Groton, Conn. Broadcast from 3 to 3:15 p.m., the program featured talks by Rear Admiral Thomas Withers, commander of submarines of the Pacific Fleet, L. Y. Spear, president of the company, and Dr. Katherine Blount, president of the Connecticut College for Women. Program was placed by Peck Adv. Agency, New York.

Pabst In New York

PABST SALES Co., Chicago (Pabst Beer), is entering the New York Jewish radio market with a weekly quarter-hour program on WEVD, New York, titled *Jewish Festival and Other Jolly Functions.* Jewish holidays and celebrations are feted in words and music, with Seymour Rechtceit as narrator. Pabst is also using Jewish newspapers. Program is produced and directed by Joseph Jacobs Jewish Market Organization. Lord & Thomas, Chicago, handles the account.

Correction

IN THE CENSUS tabulation of radio homes in the State of Montana, published in the May 11 BROADCASTING, under the heading "All Units" subheading "Radio Units" in Wibaux County, the figure should be 491 *not* 419.



JACK NORTH

JACK NORTH, media director and timebuyer of Aubrey, Moore & Wallace, Chicago, is literally the agency historian of Chicago radio. For the last 20 years Jack has viewed the passing parade of Chicago radio—but not from the sidelines.

Before World War I, Jack served his business apprenticeship as secretary to one of the nation's business leaders—P. D. Armour III, former president of Armour & Co. He was with the company for nine years in various administrative and sales capacities. After a brief sojourn in the Pacific Northwest, where he was divisional produce manager for Armour, he returned to Chicago in 1924 and opened an agency with L. O. Duncan. The following year he joined Aubrey, Moore & Wallace, then Aubrey & Moore.

In his 17 years with the agency, Jack has seen the development of the broadcasting industry. But most amazing of all, he says, has been the tremendous growth of spot radio. "Spot radio was practically non existent a decade ago, and yet so well did it fit an advertiser's needs that today it is a major source of broadcasting income," he says. His major criticism of stations is floating rate structures tailored to meet the bargaining power of the buyer. Although a great deal of progress has been made by a large number of sta-

ILLINOIS?
For a big chunk of it, use the DECATUR station,
250 W. 1340. Full time.
Sears & Ayer, Reps.
How can we help you?
WSOY

...ons, Jack avers many stations still ...e rates as a starting point of ...egotiation.

Almost three years ago Jack de...rted from the bachelor brigade ...d married Betty Gundersen of ...leveland. For the information of ...ck's cronies of bachelor days, he ...w spends most of his spare time ... conference with his year-and-a-...lf old son. He also follows the ...tes of the White Sox and Cubs, ...ch as they are.

Jack directs placement of both ...twork and spot time as well as ...pace for Campana Sales Co. (toil...ries); Williamson Candy Co. (O ...Henry bars); McKenzie Milling Co. ...pancake flour); Orange Crush ...o.; McIlhenny Co. (tobasco ...uce); Wayne Knitting Mills ...Belle Sharmer hosiery); Interna...nal Harvester Co.; Chicago Mo...r Club; Old Colony Beverages, ...d the production of dealer tran...criptions for Julian & Kokenge ...o. (Foot Saver shoes) and Lock...edge Shoe Corp. (Dr. M. W. ...Locke shoes).

Old Gold Sales

ANOTHER indication of the sales ...mp made by Old Gold cigarettes ...nce the article on cigarettes in the ...uly issue of *Reader's Digest* ...iving Old Golds a two-point ...uperiority over other tested ...rands, and the resultant P. Loril...ard Co. campaign is the announce...ent from WHN, New York, that ...arge numbers have written for the ...aseball booklet offered as part of ...Old Gold's exclusive coverage of ...he Brooklyn Dodger games on ...WHN. To obtain the booklet, listen...rs had to send in wrappers from ...wo packs of Old Golds plus 25c in ...ash, which represents a direct sale ...f over 5,000,000 cigarettes and a ...ash outlay of $32,800. In the July ...20 issue, BROADCASTING erroneously ...reported the Old Gold baseball ...broadcasts as heard on WOR. ...Agency is J. Walter Thompson Co., ...New York.

Agencies Surveyed for Data on Series Slated To Be Run During Aug. 3 Week

DESCRIBED as "an attempt on our part to do a more orderly job of using messages on sponsored programs", the Office of War Information has sent out a questionnaire to all advertising agencies regarding national spot business for the week of Aug. 3.

A compilation will then be made, it was said, of national spot advertisers which will be used to direct a new allocation plan for placing Government messages on national spot broadcasts. This will follow two other Government plans for placing messages on network shows and sponsored baseball broadcasts.

For One Week Only

It was emphasized the Government is interested "only in spot advertisers whose programs will be on the air the week of Aug. 3." Upon receiving the requested information from the agencies, the OWI said formal proposals regarding the spot broadcasts will be sent to each advertiser.

Definition by the OWI of "national spot advertisers" was given as those having programs which: (1) Can be either live or transcribed; (2) must be 5 minutes in length or longer; (3) must be broadcast in five cities or more (if it is broadcast in 4 cities or less, we consider the advertiser a local advertiser—and a separate allocation plan for local advertisers will be announced a few weeks hence); (4) can be a regional network program, a transcribed series, or a number of totally unrelated programs in five or more cities, advertising the same product.

Andrews Seeking Control Of KICD, Spencer, Ia.

ACQUISITION of the control of KICD, Spencer, Ia., is sought in an application to the FCC in which Lawrence W. Andrews, vice-president of the station, seeks to purchase 100 shares of common stock and 200 preferred from Fred A. Gefke. KICD holds the distinction of being the first wartime grant of World War II, having been granted Dec. 16, 1941, for 100 watts full-time on 1240 kc. to Iowa Great Lakes Broadcasting Co.

Mr. Andrews, who already holds 145 shares or 30.2% of the KICD common stock, would have approximately 53% under the deal. The block he intends to take over from Mr. Gefke was that stock which Mr. Gefke has subscribed to buy when the license company was formed. No sale price is reported.

VIDEO & SOUND Enterprises, Omaha, has moved to new quarters at 202 Barker Bldg., effective Aug. 1.

The TEXAS RANGERS
Transcribed Library is on
KOBH
RAPID CITY, S.D.
and other stations, large and small, coast to coast
Available also to agencies and advertisers. For full details, write
George E. Halley
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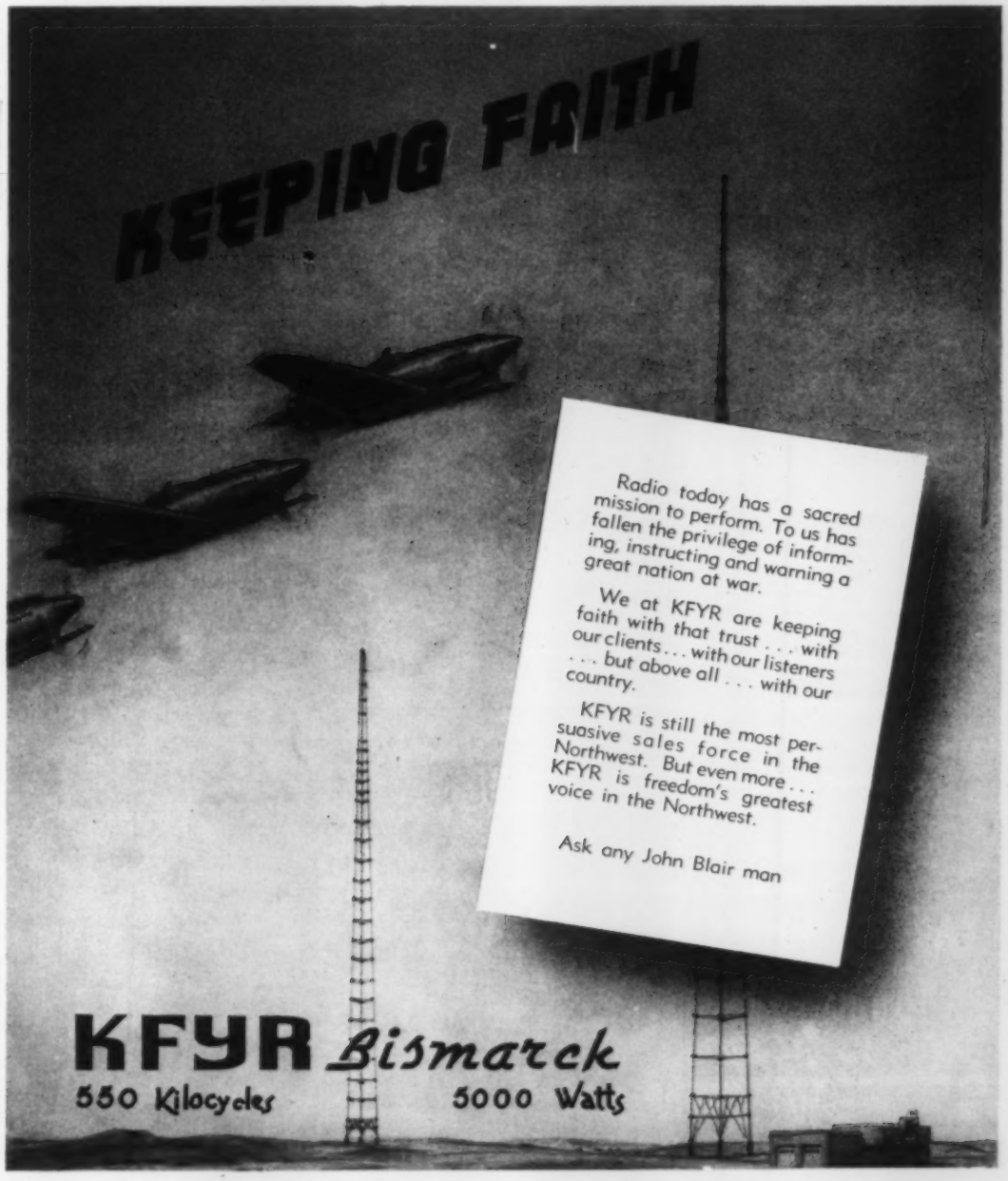

KEEPING FAITH
Radio today has a sacred mission to perform. To us has fallen the privilege of informing, instructing and warning a great nation at war.
We at KFYR are keeping faith with that trust . . . with our clients . . . with our listeners . . . but above all . . . with our country.
KFYR is still the most persuasive sales force in the Northwest. But even more . . . KFYR is freedom's greatest voice in the Northwest.
Ask any John Blair man
KFYR Bismarck
550 Kilocycles
5000 Watts

WBNX

CREATING

Amicizia
Freindshaft
Przyjazn
Amistad
Freundschaft

FRIENDSHIP is spelled differently in every language but 5,000,000* listeners in greater New York have learned to identify WBNX as the FRIENDLY VOICE of their own tongue. All of which adds up to proven sales satisfaction for national and regional advertisers in the world's richest market. For effective yet economical coverage of metropolitan New York, WBNX is an outstanding value.

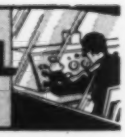
Over 70% of New York's population is foreign born or of foreign parentage.

Winner of the PEABODY CITATION for Public Service to Foreign Language Groups.

WBNX
5000 Watts
New York City

FOR OFFENSE
FOR DEFENSE Buy U.S. Bonds Today

in the CONTROL ROOM



WILLIAM M. BOLAND has been named Western regional sales manager of the receiver division of the General Electric Radio, Television and Electronics department, it was announced by A. A. Brandt, sales manager of the division. Mr. Boland will replace Henry A. Crossland who has been transferred east to do special war production work for GE.

RAYMOND E. LAFFERTY, chief engineer, and Alex W. Levey, engineer, are leaving WSLB, Ogdensburg, N. Y., to join the New York State Signal Corps School at Paul Smiths, N. Y. Shirley Walsh, new to radio, has joined WSLB.

ROBERT K. NELSON, transmitter engineer of KGO, BLUE affiliate in San Francisco, has resigned to join the merchant marine.

K. G. SPRADLIN, formerly a local movie projectionist, has joined the engineering staff of WGAC, Augusta, Ga., replacing Bill Strauss who has enlisted in the Navy.

B. F. FREDENDALL, NBC engineer in New York, has been transferred to the Chicago division as transmission engineer, succeeding P. J. Moore, now in the Army.

CHRIS MARQUARDT, new to radio, has joined the engineering staff of WHBL, Sheboygan, Wis. Jack Krause, transmitter engineer of WHBL, has resigned for war work.

PAUL H. LEE, formerly chief engineer of WWNY, Watertown, N. Y., on July 24 married Beatrice Genevieve Burke, an employe of Western Electric.

REGINALD MacWILLIAMS, formerly a control engineer of CFCF, Montreal, now a wireless operator with the Ferry Command of the RCAF, sustained a fractured thigh recently in an airplane accident.

JOSEPH LOAGAR, of the transmitter engineering staff of WWRL, New York, has resigned to join the FCC as a monitor operator.

EDGAR GARREAU, operator of CKPR, Fort William, Ont., has joined the Royal Canadian Navy.

HAROLD LUBIN, formerly of New York, has joined the engineering staff of WIBG, Philadelphia.

AL FITZPATRICK, studio control engineer of WCFL, Chicago, has entered the Army.

Engineer Doubles

BECAUSE Lew Clawson, announcer, had to fight his way through lines of civilian defense patrolmen in the recent blackout coverage of WWVA, Wheeling, Glenn Boundy, chief engineer, suddenly found himself an announcer and commentator. When the cue to go on the air was given to the WWVA mobile unit, Glenn saw Lew would never reach the unit in time. He grabbed a microphone and gave a "vivid description" of the blackout, a report states.

LOUIS FRANKLIN HEERTEN, formerly assistant chief engineer of WSKB, McComb, Miss., has joined WSGN, Birmingham.

CLARENCE SEAMANS, KFI-KECA, Los Angeles, technician, is the father of a girl born July 13.

J. W. PRIESTER, control operator of KTUC, Tucson, is teaching radio theory in the civilian communications training course sponsored by the Tucson Elks club.

HAL LEE, recording engineer of KPAS, Pasadena, Cal., has announced his engagement to Geraldine Hughes, of that city.

DICK HAYSEL, formerly of KNX, Hollywood engineering department, and a lieutenant in the infantry, has been promoted to captain.

GEORGE BEALE, technician of KGFJ, Los Angeles, has joined the Navy as warrant officer. Replacing him is John Vincent.

ALDEN C. PACKARD, formerly CBS, KNX, Hollywood, engineer, commissioned a lieutenant in the Navy less than a year ago, has been advanced to rank of lieutenant commander.

HERBERT T. WILEY, engineer of KWFT, Wichita Falls, Tex., has been made a chief engineer aide in the Signal Corps., Aircraft Radio Laboratory, Wright Field, Dayton, O.

HUGH LaCROSSE and Jack Hohman, former amateurs, have joined the engineering staff of WKRC, Cincinnati. They replace James Ringland and Forrest Rose.

SCHOOL USE of radio in Chicago is reported in a recently completed Radio Council survey. Results of the study show 351 public schools with radios and 28 without, nine with FM receivers, 21 with standard central sound, and 163,260 children listening to educational programs by both the Radio Council and other agencies.

Right to Shift Shortwave Frequencies Given Jett

SPECIAL wartime powers with regard to shortwave stations were conferred last week on FCC Chief Engineer Jett, when the Commission July 22 announced that it had provided its chief engineer with authority to grant temporary frequency shifts when interference problems threaten the efficiency of broadcasts.

The action, Administrative Order 2-E, which is on the recommendation of the Board of War Communications, authorizes the chief engineer to act on any request of an international station licensee to substitute temporarily another frequency for a frequency specified in the station's regular license. It is further provided, however, that wherever feasible the substitution be made in the same megacycle band as the frequency specified in the regular license.

The effect of the order is to permit international stations to shift a few kilocycles in either direction as to evade interference frequently caused by other communication activities. The BWC recommended the step as an "effort to insure the best and most continuous reception of United States international broadcast programs in foreign countries."

Hotel Sponsor in N. Y.

FIRST SPONSOR to sign for musical jingles on *Say It With Music*, all-night, all-music show on WNEW, New York, is Hotel St. George, Brooklyn, which will use seven-week jingles on behalf of its hotel accommodations and swimming pool, starting Aug. 1. E. T. Howard, New York, placed the account. Time signals, station breaks, war messages and commercials are interspersed throughout the recorded program in the form of musical jingles produced by Alan Kent and Ginger Johnson, composers of musical commercials. Esso Marketers currently sponsors hourly news periods, only spoken portion of the show.

KDKA Pair in Government

JOINING the radio section of the Agricultural Marketing Administration in Washington along with Dr. Lerch, former farm director of KDKA [BROADCASTING, July 20], Beulah Rodgers, also from KDKA, will work in connection with the *Victory Food Special* and *Federal Food Reports* programs of the Government. Lerch succeeded Jack Towers, formerly of KFDY, Brookings, S. D., who is now a second lieutenant of engineers.

The Twin Port Cities of
DULUTH-SUPERIOR
Account for
11.5% MORE RETAIL SALES
than
SCRANTON!
KDAL
Duluth, Minnesota

WDOD
CHATTANOOGA, TENNESSEE
5,000 WATTS NIGHT and DAY
REPRESENTATIVES: PAUL H. RAYMER CO.

FCC File Dusting Considered by Fly

No Action Taken on Report of Decade-Old Actions

PRELIMINARY consideration to what has been characterized as the "skeleton rattling" inquiry of the FCC, going into activities of more than a decade ago relating to station grants by the former Federal Radio Commission, developed last Monday at the call of FCC Chairman James Lawrence Fly. No action was taken, however, with further consideration to be given the report of John D. Farnham, special counsel of the FCC retained for this purpose, some two weeks hence.

Details of the inquiry, in progress since last February, are a closely guarded secret. A private hearing was held in Chicago beginning June 17, presided over by Commissioner Ray C. Wakefield. Several broadcasters or former broadcasters and one former member of the Radio Commission testified in these proceedings, it was reported.

Basis of Probe

Station transactions in Chicago, Minneapolis and Philadelphia, as well as certain network developmental factors, were covered in the report, it is understood. Mr. Farnham, a former Chicago and St. Paul attorney, was retained last February as special counsel of the FCC to conduct the investigation. While no comment was forthcoming from the Commission, presumably it was felt that the report was not sufficiently conclusive to warrant action. The investigation, it is understood, was based on complaints or affidavits filed by a number of broadcasters or former broadcasters.

WOWO, WKBV Renewed

CANCELLATION of the scheduled hearings on the renewal applications of WOWO, Fort Wayne, and WKBV, Richmond, Ind., was ordered last week by the FCC, which simultaneously granted the renewals to the two stations on a regular basis. Originally hearings had been set after WIRE, Indianapolis, on Dec. 3, 1941 had asked for the facilities of WOWO, requesting that WOWO either be deleted or assigned to another frequency. However, the way was cleared for renewing of WOWO and WKBV when the Commission on June 23 dismissed the WIRE case without prejudice.

Commissioned by Navy

BRAD ANSLEY, news editor of WIOD, Miami, and Charles Dudley, member of the program department, have been commissioned ensigns in the USNR. Mr. Ansley formerly was with the Press Assn., AP subsidiary, New York, and Mr. Dudley was formerly with WIOD, Jacksonville. Both men were ordered to report to Dartmouth College for a two-month training course before being assigned to their posts.

ON THE COB is barnyard lingo for "on the beam" amongst the guests who appear daily on *Everybody's Farm* broadcast by WLW, Cincinnati. This special mike was made from a mould produced from an ear of hybrid corn grown on the station's farm last year. Dorothy McVitty, soloist on the noonday program, is shown interviewing a guest.

Eveready in Canada

CANADIAN NATIONAL CARBON Co., Toronto (Eveready Batteries), has started *Here Comes the Sun*, early morning half-hour transcribed musical program with advice on battery care, on CFGP, Grande Prairie, Alta.; CJCA, Edmonton; CFAC, Calgary; CJOC, Lethbridge, Alta.; and will expand during August on CHWK, Chilliwack, B. C.; CKOV, Kelowna, B. C.; CJAT, Trail, B. C.; CFJC, Kamloops, B. C.; CHAB, Moose Jaw, Sask.; CKBI, Prince Albert, Sask.; CJRM, Regina; CFQC, Saskatoon; CJGX, Yorkton, Sask.; CKX, Brandon, Man.; CKY, Winnipeg; CBA, Sackville, N. B.; CFCO, Chatham, Ont.; CKWS, Kingston, Ont.; CJKL, Kirkland Lake Ont.; CKCO, Ottawa; CHOV, Pembroke, Ont.; CKSO, Sudbury, Ont.; CKNX, Wingham, Ont.; CBJ, Chicoutimi, Que.; CBF, Montreal; CHNC, New Carlisle, Que.; CBV, Quebec; CJBR, Rimouski, Que.; CKRN, Rouyn, Que.; CHGB, Ste. Anne Pocatiere, Que. Account was placed by Locke, Johnson & Co. Ltd., Toronto.

'Vox Pop' Subs

PARKS JOHNSON, co-interviewer with Warren Hull, on *Vox Pop*, CBS audience participation show, will take a three-weeks vacation in August and will be replaced by Carole Landis, movie star, on two programs. Another picture star—a man—will probably pinch-hit for Parks on the third show. Emerson Drug Co., Baltimore, sponsors the series for Bromo-Seltzer. Ruthrauff & Ryan handles the account.

Money Talks

It's one thing to TALK productive markets. It's quite another to MAKE GOOD. A trial campaign on WAIR will prove to you that Winston-Salem has the dough and WAIR knows how to get it for you.

WAIR

Winston-Salem, North Carolina

WHEN YOU SEE *this*—

Only then **YOU'LL SEE A LOWER COST THAN WTAM'S $.000073 *per* FAMILY**

War economy demands *full value*, efficient time buying, too. *Before* you buy, compare costs. Compare WTAM on the cost per family basis. Here's how. Divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step farther. Compare WTAM on the actual cost per *listener* basis. Take *any* survey and look at the number of *actual listeners* each station has . . all day . . all night . . all week. WTAM actually does reach more *listeners* than any station or *combination* of stations in the area.

WTAM
CLEVELAND·OHIO

50,000 WATTS
NBC RED NETWORK
OWNED AND OPERATED BY NBC

REPRESENTED NATIONALLY BY SPOT SALES OFFICES

Studio Notes

WJPA, Washington, Pa., has opened a remote studio and business office in Charleroi, Pa., where it will serve listeners of Charleroi, Monongahela, Donora, Monesson and surrounding towns. At present programs are broadcast daily from 11 to 11:45 a.m. featuring local news and a telephone quiz. Station representative at the new studio is Bill Betler.

CKCO, Ottawa, adding to its community service programs is now presenting the thrice-weekly variety program, *The Man Behind The Gun*. Program brings attention to work on the home front in war and allied industries as well as providing special entertainment for workers. The *Town Crier* is also being presented by CKCO giving announcements of community activities and coming events. Delivery of town criers of old days is retained.

BROADWAY personalities will be guest stars, and Dan Healy, New York cafe m.c. known as "The Mayor of Broadway", will act as m.c. in a weekly series starting on WMCA, New York, Aug. 10, in a late night period.

KTUC, Tucson, has started an exchange of talent plan for station talent to present shows at nearby camps and in return to transport soldier talent to KTUC studios to broadcast. The station also originates four Army camp programs for the Arizona Network.

AS STATION goodwill and to promote the War Bond 10% Club campaign in that area, KVFD, Fort Dodge, Ia., on July 9 under the direction of L. A. Gifford, program manager, staged a three-hour jubilee show in the high school stadium with General Charles Stahl, head of Iowa Selective Service, and Bob Burlingame, WHO, Des Moines, news commentator, as speakers.

WGL, Fort Wayne, Ind., is now carrying *Hale America*, physical fitness program which is jointly sponsored by four of the city's major war industries. Promotion is being carried on by the sponsors via house organs and exercise charts are being distributed to listeners and industry employes. Program is conducted by Harry Grabner, physical culturist.

ANTI-AXIS ditty lampooning Hitler and entitled "Uncle Sam Will Schackle Schicklegruber" has been written by Verl Bratton, general manager of WREN, Lawrence, Kan., and is being offered free to all stations through the Broadcasters Victory Council.

WHAT ORDINARY folks at home are doing to further the war drive will be dramatized on *The Home Front*, new half-hour program of WLS, Chicago, to be conducted by Dr. Preston Bradley, well known Chicago radio preacher.

WFBL, Syracuse, following in the vein that is sweeping the nation, is organizing 10% clubs for the promotion of war savings as part of its *Ten Percent For Freedom* sustaining series.

WCKY, Cincinnati, has launched a search for the Miss Greater Cincinnati to represent the metropolitan area in the "Miss America Health, Beauty and Talent Pageant" to be staged the week of Sept. 7 in Atlantic City. Cincinnati winner will be selected Aug. 17 at the local Albee Theater.

WBML, Macon, Ga., through remote and studio facilities is now broadcasting 12 programs per week from Cochrane Field, Camp Wheeler and Wellston Air Depot, Ga. Programs consist of pop music, band concerts and Army news. On July 12 Army Air Corps cadets and RAF cadets in training at Cochrane Field assembled in WBML to present *I Hear America Singing* carried over the full MBS network.

SIDEWALK NEWSROOM tended by a blonde model and decorated w modernistic murals by Otis Shepard, art director of the Wm. Wrigley Co., Chicago, has been set up by WBBM, Chicago, between the t sections of the building and facing busy Michigan Avenue. Latest ne bulletins are placed on the glass windows and inside behind the telet machine are pictures of a dozen CBS and WBBM news commentat

STAFF MEMBERS of KMO, Tacoma, Wash., in addition to starting a payroll allotment plan for War Bond purchases some time ago has also started a salary deduction plan to be saved for income tax payments in anticipation of next year's taxes.

WOWO-WGL, Fort Wayne, Ind., has started a new series, *Music by Rosemary*, featuring transcriptions and heard Monday through Friday at 6:45 p.m. (CWT). Commentaries are by Rosemary Stanger who also prepares the scripts.

TWO fifty-word spot announcements by KGHL, Billings, Mont., to the effect that the local Fox Theater was staging a "rubber matinee" on July 10 with admission to be an old tire or tube or two pounds of scrap, resulted in a take of approximately two and one-half tons of scrap rubber.

WWRL, New York, has added a 45-minute Lithuanian program, making a total of eight different foreign language shows on the station.

WSNY, Schenectady, new 250-watt station owned and operated by Western Gateway Broadcasting Corp., is a new subscriber to the 24-hour special radio news wire from Press Assn., radio subsidiary of Associated Press.

BRIG. GEN. ARNOLD KROGSTAD of the Army Air Force has been assigned command of the new aviation radio school now being set up in Chicago. The school will occupy the Stevens and Congress hotels with training capacity for 15,000 soldiers for 14-week courses. The first group of students will enter the school Sept. 3.

Another

ANSWERING the claim of Jack Merriman, 17-year-old announcer and control operator of KROY, Sacramento, as the youngest of his craft in the business [BROADCASTING, July 20], WDRC-W65H, Hartford, states that one of its control operators, Jack Lennhoff is 16 and will be 17 November 5. Hartford's Jack says he is ready to open a letter-writing friendship with Sacramento's Jack and any other equally youthful radio men.

WSBA Adding Personn

ADDITIONAL staff appointments for the new WSBA, York, Pa., regional which plans to go on the a late in August, have been announced. They include Wi Weaver, formerly of WORK, Yo and the monitoring division of t FCC, as chief engineer; Woodr G. Eberhart, previously assista technical supervisor of the We Virginia Network and chief eng neer of WCHS, Charleston, W. Va director of engineering; Sara Deane, from KMBC and WHB Kansas City, in charge of women news.

British Firm Tests

BOB MARTIN Ltd., Southpo England (dog medicines), on Sep 22 starts a spot announcemen campaign on CKWX, Vancouve and CFRB, Toronto. The accou is new to radio and the test cam paign may be expanded. Agency A. McKim Ltd., Toronto.

FOR

Action

in the

DETROIT AREA

YOU CAN'T

MISS WITH

800 kc.

CKLW

5,000 Watts Day and Night

MUTUAL BROADCASTING SYSTEM

KWKH

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

AGENCY Appointments

RTER PRODUCTS Inc., New York (Carter's Little Liver Pills), to Ted Bates, Inc., effective Aug. 1, handling all media.

AKER MAID MILLS, Philadelphia (Rip-Twist Rugs), to Moss Associates, New York.

TUAL SYSTEM LOANS Inc., New York, to J. R. Kupsick Adv. Agency, New York.

M. HOLLINGSHEAD Corp., Camden, N. J., to James G. Lamb Co., Philadelphia, to handle the advertising for its industrial, automotive and household divisions.

ELLENBURG'S, Philadelphia (department store), to Solis S. Cantor Agency, Philadelphia, to handle the radio advertising of its optical department. Spot announcements will be used.

ARY JANE SHOES, Philadelphia (chain shoe stores), to Solis C. Cantor Agency, Philadelphia. Radio will be used extensively.

USSELL-MILLER MILLING Co., Minneapolis (Occident Flour), to Campbell-Mithun, Minneapolis. Plans said to include radio will be set sometime next month.

ROYDON LABS., Philadelphia (Lan-O-Derm), to S. Duane Lyon Inc., N. Y.

12th CBS PROGRAM ON FULL NETWORK

TWELFTH CBS program to expand to the full network of 114 stations will be *Take It or Leave It*, quiz show sponsored by Eversharp Inc., Chicago, for its pens and pencils. With the addition of this program Sept. 20, the station hours added to the CBS commercial schedule as a result of the new 15% discount plan will total 198 2/3. Agency is Biow Co., New York.

With the start of the second week of the 15% discount plan, which became effective July 15, CBS reported that 7 hours and 40 minutes have been added to the weekly commercial schedule of 2 of the 74 CBS affiliates which benefit by the plan. Sixteen CBS affiliates have added 4 hours or more and 46 CBS stations have added 5 or more new program periods weekly as a result of the plan [BROADCASTING, July 20].

BOGERT APPOINTED TO CAB COMMITTEE

JOHN L. BOGERT, vice-president in charge of research and product development of Standard Brands, New York, has been appointed member of the governing committee of the Co-operative Analysis of Broadcasting, according to an announcement by D. P. Smelser, chairman of the committee, and manager of the market research department of Procter & Gamble Co., Cincinnati.

Mr. Bogert

Mr. Bogert was appointed to the position by the Assn. of National Advertisers to fill the vacancy created when A. Wells Wilbor of General Mills, Minneapolis, became a lieutenant in the Navy.

Other members of the governing committee, which operates the CAB "in behalf of advertisers and agencies for the continuous determination of the relative popularity of sponsored network programs", are: R. B. Brown, Bristol-Myers Co., and Mr. Smelser, appointed by the ANA, and George H. Gallup, Young & Rubicam; L. D. H. Weld, McCann-Erickson; F. B. Ryan Jr., Ruthrauff & Ryan, all appointed by the American Assn. of Advertising Agencies. Manager is A. W. Lehman.

Gen. Foods Earnings

NET EARNINGS of General Foods Corp., New York, for the first six months of 1942 amounted to $5,329,535, after provision of $337,500 for preferred dividend. This compares with $7,181,578 for the corresponding 1941 period. In the second quarter net earnings on common were $2,760,804, compared with $2,847,400, or 54.2 cents a share one year ago. G-F sales for the first six months of 1942 were $110,098,929, compared with $89,506,676 a year ago. Second quarter sales were $54,252,558, compared with $44,257,180 a year ago.

AMERICA'S LEADING FOREIGN LANGUAGE STATION

STOP and consider that we cover a Polish Population greater than 96% of the Communities in the United States. 550,000* in all . . .

LOOK into the fact that $250,000,000 is spent yearly for daily necessities, by these Polish Families in the Metropolitan Area.

LISTEN to the success story of 14 advertisers using our Polish hours for a total of 73** years. Interested? Let us help you get a share of this business.

* *U. S. 1940 Census Figures* ** *Details on Request*

1480 Kilocycles — Full Time Operation

WHOM

JOSEPH LANG, Gen. Mgr.

Tel.—Plaza 3-4204 — 29 West 57th Street, N.Y.C.

WHAMland ADDS UP TO A BETTER BUY

With WHAM you reach not just Rochester's radio homes . . . but 900,000 radio homes. In WHAM's primary area are 140,518 prosperous farm homes . . . 5305 factories, many on 24-hour schedules. There are 437,775 residence telephones . . . 1422 corner drugstores.

And in Rochester, in Monroe County and in all of the 43 counties of WHAMland . . . they listen to WHAM . . . for its 50,000 watts, clear channel signal brings them the programs they've picked as first choice.

Figures prove WHAMland a bigger buy than Rochester alone . . . bigger than Monroe County . . . the best buy of the lot. Through WHAM, it's yours for approximately one-third the cost of localized coverage of the same area.

WHAM
ROCHESTER, N. Y.

National Representatives:
GEORGE P. HOLLINGBERY CO.

50,000 Watts . . . Clear Channel . . . Full Time . . . Affiliated with the Red Network of the N.B.C. and The Blue Network, Inc.

"The Stromberg-Carlson Station"

365,000 people make the Youngstown metropolitan district the third largest in Ohio.

WFMJ

Has more listeners in this rich market than any other station.

Headley-Reed Co.
National Representatives

WHO
(ALONE!)
for
IOWA PLUS!
DES MOINES-50,000 WATTS,
CLEAR CHANNEL

WWL
NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

The Northwest's Best Broadcasting Buy
WTCN
BLUE NETWORK
MINNEAPOLIS ST. PAUL
Owned and Operated by ST. PAUL DISPATCH PIONEER PRESS, MINNEAPOLIS DAILY TIMES.
PREE & PETERS, INC. — Natl. Rep.

The Other Fellow's Viewpoint

Listener's Stake

EDITOR, BROADCASTING:

We were much interested in Dorothy Lewis' story "The Listener's Stake in American Radio", which appeared in the July 13 issue. Particularly in her remarks about the radio council plan which she indicated has now spread to some 120 cities in the United States and Canada. It's gratifying to know that a plan which had its beginning with station WMT in Cedar Rapids has caught hold to that extent.

This was the "modest beginning" to which Mrs. Lewis refers:

Two years ago, when Mrs. Lewis was covering the country on her original survey trip, she appealed to a very able local woman, Mrs. R. K. Stoddard, to line up a representative group in Cedar Rapids. Mrs. Stoddard called together about 40 women from a couple of dozen local women's clubs. She invited Douglas Grant, WMT program director, to share the platform with Mrs. Lewis.

After Mrs. Lewis had spoken, the women present were enthusiastic about some of the ideas she brought to them. They looked for a concrete plan to put their enthusiasm to work. On the spur of the moment, Mr. Grant outlined in general terms a radio council to correlate the individual demands for station time made by the various organizations represented to provide assistance in program preparation, production, and to experiment for more effective methods of getting across the messages which each organization wanted to deliver.

The idea appealed to those present, committees were set up, the council was organized and has continued to function efficiently ever since, under the guidance of WMT Public Relations Director L. Von Linder.

Until Mrs. Lewis' story, we had not realized the extent to which the plan has been adopted elsewhere. She is to be congratulated too for having been the motivating factor in a movement which had its small beginning with WMT in Cedar Rapids, and has since spread to 120 other communities.

DON E. INMAN,
Promotion Manager,
WMT, Cedar Rapids

July 15, 1942.

All-Canada Meeting

ANNUAL meeting of All-Canada Radio Facilities stations was held recently at Calgary to discuss mutual problems. Attending were H. R. Carson, H. E. Pearson, J. M. Taylor of Taylor-Pearson & Carson, Calgary; Frank Squires, CKWX, Vancouver; A. H. Nicholl, CJAT, Trail, B. C.; Gordon Henry, CJCA, Edmonton; Bert Cairns, CFAC, Calgary; Frank Elphicke, CJRC, Winnipeg; Gerry Gaetz, CKCK, Regina; Guy F. Herbert and Reg. Beattie, All-Canada, Toronto; Cy Langlois, of Langlois & Wentworth, New York; Sam Ross, Press News, Toronto.

OMAR'S V GIRL was selected in a competition which included beauties from six States and conducted through WOW, Omaha. Here the winner is presented pictured with (l to r): John J. Gillin Jr., general manager of WOW; Evelyn Stark, radio director of McFarland Aveyard Co., Chicago; W. J. Coad Jr., vice-president and treasurer of Omar Inc. (flour); Theowne Petty, the winner, of Colorado Springs, Col.; Ken Arrington, advertising manager of Omar Inc. She is Artist Petty's niece.

DEFENSE LEVELS OFF PEAKS

Factory Shifts Tend to Expand Audience After 11 at Night, Before 7 in Morning

EDITOR, BROADCASTING:

Your July issue of BROADCASTING, on page 54, carries a small item under the heading "CAB Finds June Dip". Without assuming to question facts as given, I am wondering if explanatory data might not present a more optimistic picture for radio than this statistical statement.

We are finding, during a conduct of a survey of working hours, that there is a tendency to level off what we have in the past considered peaks of listening and a much larger listening audience before 7 in the morning and after 11 at night.

I have at hand a number of work schedules of defense plants showing present shifts; the minimum number of shifts listed is 3 and the maximum is 11. The widespread movement to use machinery 24 hours a day virtually dictates that audiences between 9 a.m. and 11 p.m. must be smaller, but by the same token there is a sharp increase in "owl listening" and also by workers who start to work between 7 and 8 a.m. In one large, local defense plant, 7 of the 11 shifts start by or before 8 a.m. All of these eliminate what is referred to in the CAB report as "daytime listening." The other four shifts start between 1:30 p.m. and 5:30 p.m., and finish between 1 p.m. and 4 a.m.

Let me repeat that I take no issue with your facts, but think that comparison with last year's listening habits is unfair to radio as a whole.

T. S. MARSHALL, President
WOLF, Syracuse

July 20.

KXL, Denver?

LISTENERS of KXL, Portland, Ore., were greatly surprised recently to hear the announcement, following a Schubert Concerto period, that they were tuned to "KXL, Denver." Numerous telephone calls to the studios followed which were answered by Hal Wilson, new KXL general manager. Hal had filled in for an announcer and had given the "Denver" signal. He explained the rhythm of KXL's call letters subconsciously suggested he mention Denver. He was in radio work in Denver for 12 years.

Religious Meeting

RELIGIOUS recordings will be exhibited Aug. 3-5 at the conference clinic on religious and other institutional broadcasting to be conducted at Denver U by Frank Hobart Nelson, of Pasadena. Among speakers will be Dr. A. G. Crane, recent president of U of Wyoming and candidate for the U. S. Senate; Dr. John F. B. Carruthers, head of the California State Commission on Morale; Dr. Harry T. Morra, president, Iliff School of Theology and others. Arrangements are being made by Dr. Elwood Murray, of Denver U, and the Rev. Harold F. Gilmore, executive secretary of the Colorado Council of Churches.

MANCHESTER LAUNDRY, Philadelphia, definitely tracing 1,0 prospective customers during the year to radio, has renewed its three 15-minute broadcasts each week at 12:45 p.m. on WIP, Philadelphia, for 52 other 52 weeks. Account is handled by Cox & Tanz, Philadelphia. The program, *Mystery Melodies*, offers 30 sets of movie tickets each week to one of the downtown Warner Bros. theatres to those sending in the titles to the five recorded tunes played during each broadcast by Howard Jones.

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARMS
Basic Mutual Network Outlet
FULL TIME 2270 K.C.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND - DAVENPORT - MOLINE

Magazine Article Critical of 'Plugs'

Reader's Digest Sponsor of Plug Shrinkers Club

READERS of *Reader's Digest* are urged in its August issue to sign a coupon entitling them to membership in Plug Shrinkers, 522 Fifth Ave., New York.

Lead article in the issue, titled "Radio's Plug Uglies", takes commercials to task. Robert Littell, *Digest* investigator, reaches the conclusion that radio advertising has become more rather than less irritating since Dec. 7. He attempts to back up the statement by saying that people are listening anxiously for war news and that many sponsors are tying-in their product with the war effort.

Cited among examples are commercials for Lifebuoy, Carter's Pills, Palmolive, Colgate's Dan-derine, Hopper cosmetics, Del Monte, BC.

The *Digest* criticizes insinuation of plugs for unappetizing remedies upon the audience. Even when they're appetizing, it is stated, the way of plugging them is enough to give the listener a jumpy stomach.

Appeal for Members

Leading to the appeal for membership in Plug Shrinkers, the *Digest* article says: "A group of people who had been listening to radio's plug ugliness with growing disgust decided to do something about it. As a first step they questioned at random over a hundred fellow citizens, from cooks to engineers. Result: 85% said they found most commercials completely obnoxious. The other 15% felt neutral. Not one had a genuinely good word to say for broadcast advertising."

The article fails to state how or what question was submitted to those interrogated. Membership coupon asks Plug Shrinkers to tell blank sponsor that his commercials meet any of these descriptions: In bad taste, hokum, tiresome, repetitious, repulsive, long-winded, too intimate, too anatomical, silly, syrupy, poor sales policy.

BROADCASTS from Vatican City, heard Sundays and Thursdays at 9:30 p.m. (EWT), will be beamed toward the United States hereafter on 15.12 mc., according to the National Catholic Welfare Conference, Washington.

CHNS
Halifax, N. S.
The best buy
in the
Maritimes
Ask JOE WEED

Firestone Shortwave

JOINING the NBC programs shortwaved to armed forces is *The Voice of Firestone*, Monday evening musical program sponsored by Firestone Tire & Rubber Co., Akron. The shortwave version is transmitted Tuesday mornings at 11 on NBC's international stations WRCA and WNBI, and Westinghouse station, WBOS, Boston. Agency is Sweeney & James Co., Cleveland.

SATEVEPOST TELLS OF KGEI'S 'BOMBS'

STARTED as part of the General Electric exhibit at the San Francisco Fair in 1939, KGEI has become an impotant shortwave voice of the United Nations, as described in a current article, "He Bombs Tokyo Every Day" by Frank J. Taylor in the July 25 *Saturday Evening Post*.

Chief of operations is E. T. Buck Harris, originally hired in 1939 as a GE publicity man after a dozen years as a newspaperman. Shortly before the Fair's opening he discovered that the station lacked any programming personnel and he was assigned to the task, with instructions to beam four hours a day to Asia and three hours a day to Latin America.

Since then he has developed an extensive program schedule to the East and South bringing the conquered peoples the complete truth on the world situation.

United Press Expands Its Offices in New York

TO ACCOMMODATE its expanding service, increased personnel and enlarged facilities, the United Press radio news department last week moved into new quarters in the New York Daily News Bldg., 220 E. 42d St., the fourth major enlargement of the department since it was inaugurated seven years ago. Of the 610 stations in the Western Hemisphere served by UP, more than 510 are served by the domestic, transcontinental radio wire stemming from the New York office.

In addition UP announced three new extensions of State and regional service in the Minneapolis and Indianapolis bureaus as well as an extension of the East Texas circuit to Tyler and Longview.

Program Theme

RUTH LYONS, conductor of the *Petticoat Party Line* of WSAI, Cincinnati, is using the engagement of two members of the staff as a basis for the broadcast's commercials. Engagement of the couple was unexpectedly announced by Miss Lyons recently. They are Jay Fix, announcer, and Beverly Barnes, women's commentator and writer. Daily chats of the couple, since the announcement, have centered on things they will need to set up housekeeping.

KWSC Plans to Repeat Latin American Series

PLANS are under way at KWSC, Pullman, Washington, to rebroadcast the English programs currently offered on shortwave by Latin American countries in an attempt to promote hemisphere solidarity within its listening area. To obtain the best programs available the Washington State College station appealed directly to the office of the Coordinator of Inter-American Affairs.

Since the station is reported to be the only college unit capable of picking up shortwave programs for rebroadcast, it will likely be the first to offer this type of programming to its listeners. In correspondence with the radio division of CIA a list of suitable programs, currently broadcast, was obtained but the college group has not yet announced its program list.

FLOSSY ARMY STUDIO
Camp Crowder Quite Proud of Radio Facilities

CLAIMED AS the only Army post in the country having full broadcasting service including transcription facilities, Camp Crowder, Missouri, broadcasts nine programs weekly by direct line to WMBH, Joplin. Programs include *Camp Crowder Presents, Nation at War, The Army Cook* and others.

Studio and control room of the camp station are located in the Service Club with all staff members being enlisted men, former professionals in civilian life. A report from the camp states that *Cheers From the Camps*, General Motors show on CBS, will originate there Aug. 11. It was also said that KTTS, Springfield, Mo.; KOAM, Pittsburg, Kan.; KUOA, Siloam Springs, Ark., will soon be broadcasting from the Army post by direct line. Other stations are contemplating a series of transcriptions from the camp in the near future, it was said.

Buford's Twins

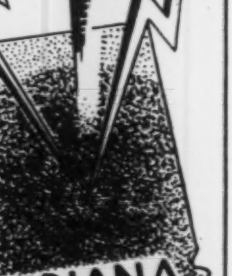
PAT BUFORD, president of KHBG, Okmulgee, Okla., and his wife, KHBG general manager, recently became the parents of twin boys, Gerald and Geoffrey.

WILLIAM G. CHAMBERLAIN, recently appointed sales promotion manager, is in charge of advertising for Pennzoil Co., Los Angeles.

WCAO
in
Baltimore

CONSISTENTLY
REACHES &
INFLUENCES
the cream of your sales potentials
•
600 KC
CBS BASIC
Paul H. Raymer Co.
Nat'l Sales Representatives

My family was worried



"Certainly glad I stop at recognized hotels on my many business trips. Once, serious illness developed suddenly at home. Though I'd left no forwarding address I was easily traced to my hotel by phone." *D. B.*, Rochester, New York.

AMERICAN HOTEL ASSOCIATION

FOR A FRESH START STOP AT A HOTEL

Petrillo

(Continued from page 8)

ported that many musicians, both union and non-union, had volunteered their service to networks, stations and transcription companies, irrespective of the Petrillo edicts.

A number of leaders of name bands indicated they would not be disposed to comply with the recording ban. Negro musicians in Philadelphia, affiliated with AFM, served notice they would protest the ban against recorded music in public places and on the air, claiming a half-million dollars in income was involved for them in the Philadelphia area alone.

A plea for opening of negotiations with AFM on the recording ban came indirectly from union officials in Philadelphia. Drafting of Samuel R. Rosenbaum, president of WFIL, Philadelphia, to negotiate on behalf of the broadcasting industry was suggested. Mr. Rosenbaum, former chairman of Independent Radio Network Affiliates now dissolved, was largely instrumental in working out the original agreement with AFM in 1937 for the employment of staff orchestras by stations.

These unnamed union officials suggested "an open door" in such negotiations and referred to Mr. Rosenbaum's recent statement [BROADCASTING, July 20], published as a letter to the editor in the *New York Times*, calling for "tolerance and understanding" in the handling of the whole matter, even though "the first reaction of many employers is one of indignation and vituperation. These union spokesmen, represented as close to Petrillo, said the AFM chief would be "most receptive to any suggestion from the industry that would include Mr. Rosenbaum for the settlement of the controversy.

The industry, however, has taken the position that it is still Petrillo's next move—now in the courts. There is no disposition to enter formal negotiations. The industry has not even named a formal committee on the matter, though there have been informal conversations on industry procedure if the bans become effective as scheduled.

Recording Rush

Prior to the Attorney General's announcement, the most overt activity on the musical front last week took place at the transcription companies, whose recording studios were busy from early morning until after midnight as advertisers and transcription library services endeavored to squeeze several months' recording into the last two weeks of July.

Nor was there any news of the recording situation from the union. Early in the week Mr. Petrillo conferred with NBC President Trammell and Mark Woods, president of the BLUE, but their conversation was reported as dealing solely with the controversy between KSTP, NBC outlet in St. Paul-Minneapolis, and the AFM local in that city, because of which the AFM had cancelled NBC's remote dance band pickups the week before [BROADCASTING, July 20].

THOSE INTERLOCHEN BLUES

(With apologies to Gilbert and Sullivan)

On a tree by a river
A little tom tit
Sang "Willow, tit willow, tit willow."
But he couldn't record it—
Though hearers adored it—
Petrillo, Petrillo, Petrillo,
"Is it a weakness of intellect, Birdie,"
I cried,
"That makes you put up with this
Hitlerian guide?
Why don't you get rid of this Jekyll
and Hyde?
Petrillo, Petrillo, Petrillo."

—*Chicago Sun*

Negroes Protest Ban

NEGRO Musicians Union in Philadelphia, affiliated with the AFM, led by a unit of orchestra leaders, has served notice that it will protest the ban against use of recorded music in public places and on the air, imposed by James C. Petrillo, union president. The musicians are expected to be joined by the Negro Chamber of Commerce and other units representing small business groups which depend largely upon the use of juke boxes for the entertainment of their clientele. In Philadelphia, business leaders representing community and sectional organizations comprised of small entertainment places, have estimated that Petrillo's order would deprive Negro organizations and places of amusement in this area of $500,000 a year.

Engineer's Goodbye

BROADCAST lines were reversed at KOMA, Oklahoma City, recently so John Straiton, engineer, could sign himself and the station off the air. The unusual procedure was arranged by Paul Williamson, announcer, so that Mr. Straiton could say goodbye to friends and listeners before leaving for Fort Monmouth to enter Signal Corps Officer's Training School.

NAB Hits Petrillo Plans N. Y. Office

Violations of State Laws in Recording Ban Claimed

IN ITS FIRST report to the industry on the AFM recording ban, NAB, last Friday characterized the action of James C. Petrillo, union president, as a "boycott" rather than a strike.

NAB stated that Petrillo's purpose is not to have musicians stay indefinitely out of the recording business, but to bring pressure on recording and transcription companies to discriminate against stations and other commercial users of recorded music who do not employ what AFM deems to be a satisfactory number of musicians. The recording ban was called "a threat to all broadcasting stations, already struggling under wartime burdens."

After outlining steps taken by the NAB in conferences with various segments of the industry, including advertisers and transcription companies and with the Department of Justice, NAB stated that all parties interested who have been subjected to Petrillo's activities should be kept currently informed.

It is contemplated, the bulletin said, that the NAB will establish a New York office "for this and other purposes in connection with the Petrillo ruling."

Studying Legal Aspects

A complete survey of the legal position of transcription companies and broadcasters is being made, including an investigation of the law of a number of States. The belief was expressed that Petrillo's action is illegal under some State laws and that the NAB is prepared to cooperate with litigants at the appropriate time after the order becomes effective and after Petrillo's action has progressed to the point beyond the mere issuance of an order.

To procure full information on the relationship between the industry and union musicians, it was announced a questionnaire is being sent all stations.

Get Same Pay

Contention that the recording ban is intended to increase legitimate employment for union musicians was refuted. It was pointed out that advertisers using tailor-made transcriptions pay musicians exactly the same rate paid for network broadcasts. It was charged that Petrillo was trying to "destroy an invention which brings the best musical talent to all of the citizens of the United States."

Stations were advised to stand by their transcription companies even though there may be a diminution of service. NAB stated it would be unwise for broadcasters "to take technical advantage of transcription companies during the common fight."

alent Fee Survey y NAB Planned

NATIONWIDE survey of the ent fee situation in broadcasting l be undertaken by the NAB, shington headquarters stated t week as a result of the recent ing by the Wage & Hour Divi-n, Labor Department. The divi-n held that announcers were en-ed to talent fees, when requested r specific programs, and that tal-t fees would be considered as ular compensation in computa-n of overtime rates.

The ruling was handed down by arles H. Livengood Jr., chief of e Wage & Hour Section, Solici-'s Office, Labor Department, in sideration of staff announcers ing under the codes and con-cts of the American Federation Radio Artists.

Miller Comments

Commenting on the Livengood inion, Joseph L. Miller, NAB bor Relations Director, said that me of the Wage & Hour Divi-n's contentions as to the calcu-tion of overtime payment when ent fees are involved are open question. He said that at the re-est of L. Metcalfe Walling, Wage Hour Administrator, the NAB is king a study of the whole talent situation in the industry with view to clarification and possible odification of the Wage & Hour vision's position.

Because of the Livengood ruling, r. Miller asserted that C. T. Lucy, neral manager of WRVA, Rich-nd, and chairman of the NAB bor Committee, will be in Wash-gton Monday to work with him expediting the survey.

In a conversation last Thursday th Mr. Livengood, Mr. Miller re-rted, the Labor Dept. official said would welcome the cooperation the NAB in attempting to adjust y discrepancies or difficulties. Be-use the wage and hour overtime vvisions go back to the statute's actment in 1938, the whole ques-n is of considerable overall im-rtance to the industry.

LAYS FOR AMERICANS, NBC ries of morale broadcasts by Arch ooler, Hollywood writer-producer, are ing edited for book form publication the Assn. for Education by Radio.

HE 27th annual convention of the nancial Advertisers Assn. sche-ed for Chicago Oct. 26 has been can-lled by action of the executive com-ittee at a recent meeting.

Jolson for Colgate?

NBC is currently reported to be negotiating with Colgate - Palmolive-Peet Co. (tooth powder) for sponsorship of a Saturday night half-hour featuring Al Jolson. Although the Music Corp. of America is reported to be representing Jolson in the negotiations, MCA officials refused to comment. Nor was any word available at Sherman & Marquette, Chicago, agency representing Colgate.

Disc Rebroadcast Plan Is Condemned by NAB

PROPOSAL of Howard Blake, United Broadcasting System, New York [see story on page 29], that stations accept without charge proposed transcriptions of network shows, is described by the NAB as "a flagrant example of a 'for free'." The NAB wrote Mr. Blake a letter explaining that "NAB member stations are not in the business of handling commercial business of any nature on a free basis."

The NAB letter explained that acceptance of the plan by stations would violate a resolution adopted at the May NAB convention. The firm was invited to use radio "upon the basis of a station's quoted card rates."

BWCRadiotelephoneBan Exempts Broadcast Cues

ADDRESSED radio program service, or cue channels, along with press agencies approved by the censor, are the lone exceptions to the Board of War Communications' Order No. 15 announced last Friday, which terminates international radiotelephone communication. The first of two parts set forth in the order states that no non-governmental business or personal radiotelephone call shall be made to or from any foreign point outside of the western hemisphere, except England, unless the call is in the national interest and an agency of the U. S. Government sponsors such call and obtains prior approval from the chief cable and radio censor.

The second part orders all non-governmental point-to-point radiotelephone circuits between the U. S. and Australia designated for closure, with the action to be effected midnight Aug. 31. Nothing in Order 15 shall apply to communications between the U. S. and points in the western hemisphere, the BWC stated.

Not New!

WHEN HITLER marched into Austria nearly four years ago the event was announced with "headline in front of newscast" style by WRBL, Columbus, Ga., according to Jack B. Gibney, station's news editor, who disputes claim of the Northern Broadcasting Co., operator of six stations in Ontario and Quebec, that this style was originated there [BROADCASTING, July 13]. The style was discontinued by WRBL Dec. 8, 1941, upon request of the Government, Bill says.

Lux on Full CBS Net

JOINING the group of 12 CBS programs which have expanded to the full network of 114 stations under the new 15% discount plan, will be the *Lux Radio Theatre*, when it starts its fall season Sept. 14. Sponsored by Lever Bros. Co., Cambridge, for Lux toilet soap, the series is heard Monday evening 9-10, and is shortwaved abroad by CBS on Thursday mornings 7-8 a.m. Agency is J. Walter Thompson Co., New York.

BY POPULAR request, *They Live Forever*, CBS series which completed a four-month run June 7, returns to the air Sunday, July 26, on a regular weekly schedule, 10:30-11 p.m. Charles Vanda continues as producer and Howard Teichman as script writer.

DE SEVERSKY OPENS NBC SERIES AUG. 1

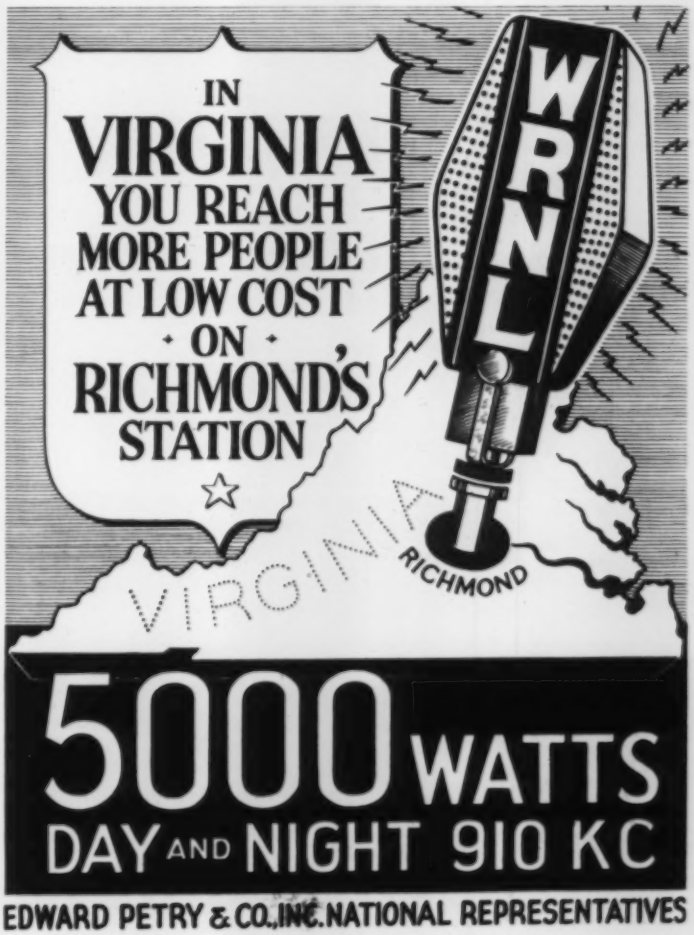
MAJ. ALEXANDER P. de SEVERSKY, airplane designer, manufacturer and pilot, has been signed by NBC for a weekly analysis and resume of air warfare under the title *War in the Air—de Seversky*, starting Aug. 1, 7:45-8 p.m.

Author of *Victory Through Air Power*, de Seversky believes that the final victory of the United Nations will come through air power and that public opinion especially in the United States, can play a large part in hastening the arrival of that hour.

Born in Russia 48 years ago, de Seversky fought in the First World War and received high decorations from the Russian government for daring air feats. He came to this country in 1918 on a governmental mission and remained here permanently, inventing hundreds of airplane devices purchased by the U. S. Government, and founding the de Seversky Aircraft Corp., Farmingdale, N. Y.

KGDM to Join CBS

KGDM, Stockton, Cal., will join CBS as a bonus station, available to advertisers using the CBS Pacific group, about Sept. 1. Station currently operates with 1,000 watts on 1130 kc., daytime only, but will have completed its new transmitter and will be operating with 5,000 watts fulltime on the same frequency before it becomes a CBS outlet.



WJBK

DETROIT'S LEADING INDEPENDENT STATION
250 Watts . . . 24 Hours a Day

WJBK

Edwin A. Kraft Applies For Facilities of KGBU

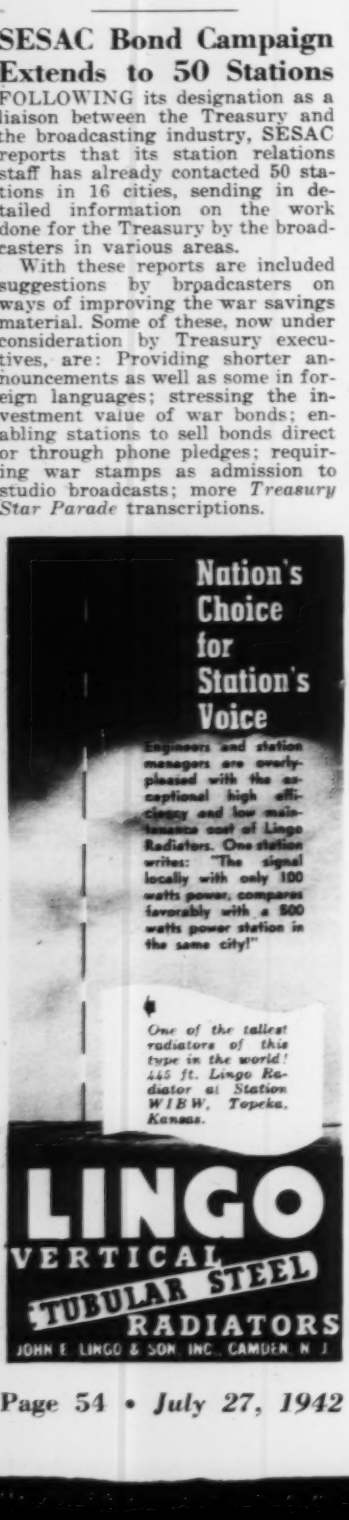
APPLICATION for a new station license in Ketchikan, Alaska, using 1,000 watts fulltime on 930 kc., the facilities of KGBU, that city, has been filed with the FCC by Edwin A. Kraft. Mr. Kraft is owner of KINY, Juneau, as well as Northwest Radio Advertising Co., Seattle.

KGBU has been silent for some time under an authorization of the Commission last March. Its owner, James A. Britton, has left Ketchikan, and it is to clear certain indebtedness that creditors of KGBU are seeking to sell the physical properties of the station to Mr. Kraft. According to the FCC, the license of KGBU is to expire Aug. 1 and to date no renewal application has been filed.

SESAC Bond Campaign Extends to 50 Stations

FOLLOWING its designation as a liaison between the Treasury and the broadcasting industry, SESAC reports that its station relations staff has already contacted 50 stations in 16 cities, sending in detailed information on the work done for the Treasury by the broadcasters in various areas.

With these reports are included suggestions by brpadcasters on ways of improving the war savings material. Some of these, now under consideration by Treasury executives, are: Providing shorter announcements as well as some in foreign languages; stressing the investment value of war bonds; enabling stations to sell bonds direct or through phone pledges; requiring war stamps as admission to studio broadcasts; more *Treasury Star Parade* transcriptions.


Nation's Choice for Station's Voice
Engineers and station managers are overly-pleased with the exceptional high efficiency and low maintenance cost of Lingo Radiators. One station writes: "The signal locally with only 100 watts power, compares favorably with a 500 watts power station in the same city!"
One of the tallest radiators of this type in the world! 445 ft. Lingo Radiator at Station WIBW, Topeka, Kansas.
LINGO
VERTICAL TUBULAR STEEL RADIATORS
JOHN E. LINGO & SON, INC., CAMDEN, N. J.

New Songs Sought

MEREDITH WILLSON, band leader on the NBC summer replacement for *Fibber McGee & Molly*, realizing that of the 10 most loved melodies of the world, not one was American, has commissioned 10 leading American composers to write ten different kind of melodies. Peter De Rose, composer of "Deep Purple", has completed the first composition, "The American Waltz", aired recently on the Willson-Nesbitt show. Other assignments will be heard on the program, as soon as they are completed. Series is sponsored by S. C. Johnson & Son, Racine, Wis.

Women's Radio Group Plans Nationwide Drive

"TO COORDINATE all phases of women's volunteer war activities, eliminate duplication and waste effort, and uncover new sources of womanpower to bolster the national drive to victory," the Women's National Radio Committee is giving a luncheon July 29 at the Hotel St. Regis, New York, to launch its National Information Bureau on Women's War Activities.

The new bureau will differ from other organizations now in the field, according to Mme. Yolanda Mero-Irion, chairman of the WNRC as well as pro tempore of the Bureau, as it will serve as a liaison office between all women's volunteer organizations and the supporting public. Radio will be used extensively.

Jones Opens Office

WILLIAM E. JONES, radio producer of Wade Adv. Co., Chicago for eight years and producer of the *National Barn Dance* for nine years, has resigned from the agency to open his own freelance production agency at 360 N. Michigan, Chicago, starting Aug. 1. He will be succeeded by Edward Simmons, producer of *The Quiz Kids*.

Songwriters to Meet

A PROGRAM for creating war songs to arouse the nation's armed forces will be discussed by American songwriters and morale and propaganda spokesmen for the armed forces at the Park Central Hotel, New York, Tuesday, July 28, at a meeting held by the Song Writers' Protective Assn. under the chairmanship of Sigmund Romberg, president.

U.P.
THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE
UNITED PRESS

BOSSIE DOOD IT on the BLUE as part of the network's *This Nation At War*. Genuine barnyard noises were heard on the program through KMA, Shenandoah, Ia., as Ralph Lund, engineer, catches the actual milking sound produced with the aid of a cooperative farm-hand.

Cleveland Takes Lead In Drive for Records

IN THE LEAD for the first day of the drive conducted by Records For Our Fighting Men Inc., was Cleveland, with a total of 375,000 records collected for re-sale as scrap, to finance a steady stream of new discs to American troops throughout the world. Goal is 37,500,000 records.

Opening of the drive Friday, July 17 brought a telegram of protest to Joseph E. Davies, chairman of the President's Committee on War Relief Agencies, from a group of eight small record manufacturing companies, charging "undemocratic procedure" in running the drive and announcing their withdrawal from the campaign.

Tom Fizdale, Inc., New York, publicity agency for the drive, points out that allottments were made to each company on the basis of the percentage of national production which each represented.

Coca-Cola Beamed

COCA-COLA Co., Atlanta, will shortwave *Pause That Refreshes on the Air*, beginning Thursday, July 30, 7:30-8 p.m., making a total of 16 CBS programs to be transmitted to American troops abroad. Agency is D'Arcy Adv. Co., St. Louis.

Vandercook in Film

JOHN W. VANDERCOOK, NBC commentator on *News of the World*, who substituted for H. V. Kaltenborn in the Embassy Theatre Newsreels last week, while the latter was on vacation, will be presented to a national movie audience July 30, in a Pathe newsreel of questions and answers on national and international affairs, to be exhibited in some 500 theatres.

WWDC, Washington, originated its first Atlantic Coast Network program July 23, broadcasting the speech of Secretary of State Cordell Hull. Broadcast came direct from Secretary Hull's office and was fed to all other stations of the network.

AIR SCHOOL NAME CONSULTING BOA

FIFTEEN educators have b named to the National Board Consultants of the CBS School *the Air of the Americas*, accordi to Lyman Bryson, CBS educati director, and chairman of the w work's Adult Education Boa Members of the consultant's boa took part in planning the school's 1942-43 schedule [Bro CASTING, July 13], and are to m next fall to map out the 194 programs.

William C. Bagley, profes emeritus at Teacher's College, C lumbia U, secretary of the Soci for the Advancement of Scie and editor of *School & Society*, c tinues as chairman of the cons ants board. The other board m bers are:

Dr. Roy Chapman Andrews, h orary director of the American M seum of Natural History; Katy Anthony, Richmond, president of Department of Classroom Teachers the National Education Assn.; gina C. M. Burke, associate supe tendent of schools, New York; D thy Cadwallader, of Trenton, pr dent of the Ass'n for Arts in Ch hood; William J. Carr, Washing secretary of the Educational Pol Commission; Paul E. Elicker, W ington, executive secretary of the tional Ass'n of Secondary-Sch Principals, NEA; Belmont Far Washington, director of public tions and radio coordinator, NE Florence Hale, Darien, Conn., ed of *The Grade Teacher;* Maj. Ha W. Kent of the radio branch of United States Army's Bureau of P lic Relations, director of the w council of the Chicago Board of E cation and president of the Ass'n Education by Radio; Charles H. Le Cleveland superintendent of scho Morris Meister, president of the Am ican Science Teachers Ass'n and pr cipal of the New York City H School of Science; Jane E. Mosh chairman of the Radio Committee the Department of Elementary Sch Principals, NEA; Lilla Belle Pi professor of music education at Te ers College, Columbia U; John Studebaker, U. S. Commissioner Education.

Tasker Joins Gilfilan

HOMER TASKER, assistant hea the sound department of Paramo has resigned to join Gilfilan Co., Angeles radio equipment manufac ers, as technical engineer. Tasker his new capacity, is expediting p duction of technical products. Re nized as a foremost sound engineer was assistant to Loren Ryder, hea Paramount sound department for s eral years.

GEORGE IRWIN, account execu of Smith & Bull Adv., Los Angele commentator on the five-weekly q ter-hour newscast sponsored by board Finance Co. on KFI, that

ALAN MAGEE SCAIFE, director Gulf Oil Corp., Pittsburgh, and member of its finance committee, been elected a vice-president of company.

WOC for Tri-Cities
BASIC BLUE • CP 5000 WATTS
DAVENPORT • ROCK ISLAND • MOLI
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representati

oint Tour Studies ar Radio Setup

itish, American Officers aking 12-Day Inspection

BRING about closer coordina- and standardization of British U. S. war communications, a gation of high-ranking British American communications of- rs last Saturday began a 12-day pection of U. S. military and iation communications facilities. oduction and operation of com- nications equipment and facil- s will be studied, including con- eration of broadcasting facilities relation to wartime communica- ns.

Heading the British delegation Air Commodore O. G. W. G. wood, director of signals, RAF; igadier R. F. H. Nalder, deputy ector of signals, Army; Capt. F. Wylie, deputy director of signals, M Navy; and Group Capt. A. F. g, deputy director of signals, AF, now stationed in Washington. The American delegation is ded by Maj. Gen. Dawson Olm- d, chief signal officer, U. S. my, and Col. A. W. Marriner, ector of communications, Army Forces. Others in the American up include Comdr. E. B. Patter- n, Navy Communications Divi- n; Maj. P. E. Ketterer, Army nal Corps, and Capt. J. Elroy Caw, Army Air Forces, and ner of KELA, Centralia, Wash. The group will travel by plane to points, including Wright Field, ston, Schenectady, Detroit, Cam- n, Fort Benning, New York City, st Palm Beach, Miami, and the neuver area in North Carolina.

anda and Pearl Join rmy Special Service

HARLES VANDA, CBS western ector of programs who has been New York for the last several nths producing and directing r programs, has been commis- ned a captain in the Army to ve in the Special Services anch. The CBS program *Sus- ense*, formerly produced by Mr. anda, will be handled by William ier, while the series *They Live orever*, also produced by Mr. anda, will be under the direction William Robson.

Leslie S. Pearl, vice-president in arge of copy of BBDO, New ork, has been commissioned a ajor in the Army and has also en assigned to duty in the office the Chief of Special Services. arlton L. Spier and Charles H. rower, who have worked with Mr. earl on copy, will absorb his ties.

Curtiss Takes Full Net

URTISS CANDY Co., Chicago, on ly 25 joined the group of CBS onsors who have expanded their ograms to the full CBS network der its 15% discount plan. The mpany sponsors *News with Jack- n Wheeler*, Saturdays and Sun- ys, 11-11:05 a.m. Agency is C. L. iller Co., New York. Fifteen CBS ograms are now heard on the 114- tion network.

Minneapolis-Honeywell First to Sign For Blue Teamed Sponsorship Series

FIRST ADVERTISER to sign with the BLUE under that network's "teamed sponsorship" plan is Minneapolis-Honeywell Regulator Co., Minneapolis, which on Aug. 3 will take over the *Alias John Freedom* spy series, which has been heard sustaining on the BLUE Sunday afternoons for the last several months.

The "teamed sponsorship" plan, offered by the BLUE as market insurance during war time for advertisers who have been forced out of the consumer sales picture and whose efforts are wholly devoted to war production, gives four advertisers the opportunity to sponsor one program, with each one the featured sponsor once every fourth week, and all four receiving mentions each week.

Full Net Used

For the present, with Minneapolis-Honeywell as the sponsor once every fourth week, BLUE stations will carry the three intervening broadcasts as sustaining programs. The program will be heard on the full BLUE network of 125 stations, a requirement for all teamed sponsors. On July 27, the series will be shifted from Sunday to Monday 10:15-10:45 p.m. to remain in that spot under Minneapolis-Honeywell's sponsorship. Addison Lewis & Associates, Minneapolis, is the agency, and Carl Byoir & Associates, New York, has been appointed to handle national publicity for the company.

One of the first commercial radio advertisers, Minneapolis-Honeywell has considerably expanded its 1942 advertising apropriation, devoting a large portion to radio promotion. Manufacturing automatic controls for heating, ventilating, air conditioning and industrial processes for some 50 years, the company sponsored a half-hour symphony program in 1930 on 22 CBS stations, and a half-hour *Wonder Hour* on 17 CBS stations in 1932. The company is now wholly converted to the war effort in the manufacture of intricate military instruments.

Suggested Continuity

A sample commercial suggested to stations for unsold broadcasts of *Alias John Freedom* under the teamed sponsorship plan, follows:

"Industry, which is made up in peacetime of a vast number of competing companies, has become almost overnight another great team, striving toward the same goal —Victory! Many of these companies are converted 100% to the war effort, and they are working side by side, shoulder to shoulder, as one great team—the V-team, for Victory. For example, the Minneapolis-Honeywell Heat Regulator Co. They are no longer making the peacetime products which bear their name. But while they are giving all their efforts to war production, they don't want you to forget them. And so every fourth week, M-H sponsors this program, cooperating with us to bring it to you. This week "Alias John Freedom" is sponsored by this station and the Blue Network. We're all in the team, doing our part to bring you programs like this which help to understand what we are fighting for and what we are fighting against."

LUX DRAMAS HEAD HOOPER REPORTS

FIRST PLACE in the July 15 C. E. Hooper "first 15" national program rating is held by the *Lux Radio Theatre* with a rating of 19.7, as based on the coincidental method of measuring the audience during the broadcast, Walter Winchell is second with 16.3; *Mr. District Attorney*, third with 15.9; Kay Kyser, fourth with 15.4.

The next 11 in the following order are: *Post Toasties Time, Rudy Vallee, Kraft Music Hall, Your Hit Parade, Take It Or Leave It, Information Please, Texaco Star Theatre, Treasure Chest, Gay Nineties Revue, One Man's Family, Lady Esther Serenade.*

The "continuous radio use index" stands at 22.2, down 3.0 from the June 30 report, but up 3.2 from the corresponding Hooper report of last year. The "network program audience index" is 7.6, down 1.1 from 15 days ago, but up 1.5 from last year. Since the June 30 report, 54 programs show losses of audience, 27 show gains and three remain unchanged.

Gen. Mills Juggles

GENERAL MILLS, Minneapolis (Cheerioats) on July 27 replaced *Harvey & Dell* on 31 CBS stations, Monday, Tuesday and Wednesday, 9:45-10 a.m., with *Joe Emerson's Hymns of All Churches*. The replacement marks the return of Mr. Emerson to CBS after 17 weeks absence during the *Harvey & Dell* series. *Hymns of All Churches*, now on 28 NBC stations for Softasilk Cake Flour, Monday through Thursday, 2:45-3 p.m., will also continue in that spot. Agency is Blackett-Sample-Hummert, Chicago.

ROBERT J. DAVIS, Los Angeles vice-president and manager of Brisacher, Davis & Staff, is currently in Chicago to contact clients on fall radio plans.

100%

Only CJOR Serves All Four Vancouver Department Stores.

NOW—more than ever—1st.

CJOR

Vancouver—B. C.

Nat. Rep.:
J. H. McGillvra (US)
H. N. Stovin (Canada)

600 KC 1000 Watts

Stovin and Wright

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG
TORONTO

EXTRA BASE HITS with WCHS CHARLESTON W. VA.

5,000 WATTS On 580 CBS

Georgia's Most POTENT "Spot Market" DUO

WATL ATLANTA MBS 250W

WRBL COLUMBUS CBS 250W

Represented by SPOT SALES Inc.

WITH AN EYE FOR AUDIENCE

WCOP

... more and more advertisers are spending more and more money on WCOP!

REPRESENTED BY HEADLEY-REED CO.

COPLEY PLAZA HOTEL BOSTON - 1150 on Your DIAL

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JULY 18 TO JULY 24 INCLUSIVE

Decisions . . .

JULY 21

KLRA, Little Rock Ark.—Granted extension of special service authorization.

KGNC, Amarillo, Tex.—Denied special service authorization to operate on 860 kc., 500 watts night, 5 kw. local sunset, unlimited time.

WJLS, Beckley, W. Va.—Designated for hearing application to change to 560 kc. with 100 watts night, 250 local sunset.

KSOO, Sioux Falls, S. D.—Designated for hearing construction permit to increase to 10 kw., increase hours to unlimited, install new transmitter and directional antenna for night use and move transmitter locally.

KTRN, Tacoma, Wash.—Denied petition requesting time for completion of station construction.

KTOM, Brainerd, Minn.—Same.

WOWO, Fort Wayne, Ind.—Cancelled hearing and renewed license.

WKBV, Richmond, Ind.—Same.

WGL, Fort Wayne, Ind.—Cancelled hearing on renewal application and dismissed said application.

WTEL, Philadelphia—Denied petition for grant and set for hearing.

NEW, Hawaiian Broadcasting System Ltd., Honolulu, T. H.—Same.

NEW, Air-Waves Inc., Baton Rouge, La.—Same.

NEW, Louisiana Communications Inc., Baton Rouge—Same.

NEW, Newark Broadcasting Corp., Newark—Same.

WPRP, Ponce, P. R.—Denied petition insofar as it requests reconsideration and grant of application and modification of construction permit for construction permit and amended issues of hearing.

APPLICATIONS ORDERED DISMISSED — Jayhawker Broadcasting Co., Topeka, Kan.; The Gazette Co., Cedar Rapids, Ia.; Fred Jones Broadcasting Co., Tulsa (all the aforenamed are new station applications); KROW, Oakland, Cal.; KRBC, Abilene, Tex.; WJPR, Greenville, Miss.; KRE, Berkeley, Cal.; KFXD, Nampa, Ida.; KRNR, Roseburg, Ore. (applications of stations for changes in facilities).

WNBW, Washington, D. C.—Cancelled outstanding construction permit for television station.

W3XPP, Philadelphia—Same.

W63C, Chicago; W59BM, Baltimore; W73D, Detroit; W69GR, Grand Rapids—Cancelled outstanding construction permits for new FM stations.

K61LA, Los Angeles—Designated for hearing application for modification of construction permit requesting time to complete construction of station.

WDGY, Minneapolis—Reconsidered and set aside action of July 7 and placed application in original status.

JULY 22

WJAX, Jacksonville, Fla.—Granted petition to dismiss application for construction permit.

NEW, Camden Broadcasting Co., Camden, N. J.—Granted petition to dismiss application for construction permit for new station.

WFAS, White Plains, N. Y.—Granted continuance of hearing to 8-24-42.

WKPT, Kingsport, Tenn.—Denied petition for continuance of hearing.

JULY 23

WJW, Akron, O.—Granted modification of construction permit as modified for change in type of transmitter and extension of commencement and completion dates to 30 days after grant and 60 days thereafter respectively.

KITE, Kansas City, Mo.—Granted petition to continue hearing on application for renewal to 9-3-42.

KGLO, Mason City, Ia.—Granted modification of construction permit for change in type of transmitter.

KTRB, Modesto, Cal.—Granted modification of construction permit for extension of completion date to 11-30-42.

WDEL, Wilmington, Del.—Granted modification of construction permit as modified for extension of completion date to 9-19-42.

WWVA, Wheeling, W. Va.—Granted modification of construction permit as modified for extension of completion date to 11-4-42.

KOB, Albuquerque, N. M.—Granted modification of construction permit as modified for changes in equipment and extension of commencement and completion dates to 30 days after grant and 90 days thereafter, respectively.

Applications . . .

JULY 18

WFLA, Tampa, Fla.—Amended application for construction permit re further changes in directional antenna.

KICD, Spencer, Ia.—Acquisition of control of permitee corporation by L. W. Andrews through purchase from Fred A. Gefke.

JULY 21

W59NY, New York—Modification of construction permit requesting extension of completion date to 2-17-43.

KFAC, Los Angeles—Amended construct application for construction permit re changes in directional antenna.

JULY 24

WLAC, Nashville—Modification of construction permit as modified requesting extension of completion date to 9-1-42.

WTOC, Savannah, Ga.—Modification of construction permit as modified requesting extension of completion date to 10-15-42.

WFTM, Fort Myers, Fla.—Transfer of control to Ronald B. Woodyard.

KSCJ, Sioux City, Ia.—Modification of license to change corporate name to Perkins Bros. Co.

KHSL, Chico, al.—Modification of construction permit requesting extension of completion date to 9-16-42.

KMPC, Beverly Hills, Cal.—Modification of construction permit as modified requesting extension of completion date to 9-2-42.

NEW, Edwin A. Kraft, Ketchikan, Alaska—License for new standard station on 930 kc., 1 kw., unlimited time (facilities of KGBU).

Tentative Calendar . . .

WMAN, Mansfield, O., license renewal (Richland County Courthouse, Mansfield, July 27).

NEW, Herman Radner, Dearborn, Mich., CP for new station on 680 kc., 250 watts, daytime (July 28).

Copper Priority Proposal

THE Communications Branch of the War Production Board has proposed an amendment in the copper priority rating given to the radio and communications industries under P-129 from the present A-3 rating to A-1K or better. At present the proposal is under consideration and action is likely in the near future.

New Ruling Is Adopted On Equipment Damage

RADIO station owners may begin restoration of damaged or destroyed property if immediate restoration is "necessary for the prosecution of the war or to protect public health or safety", under an amendment to Conservation Order L-41 issued by the War Production Board July 23, effective immediately.

Plans may be drawn immediately, the WPB must be notified within two weeks and an application for authorization for reconstruction must be filed on the usual form, PD-200. However, the WPB cautioned that the amendment is not a guarantee priority assistance will be granted. Furthermore, the WPB may at any time halt production.

FCC Draws Criticism For Telegraph Service

THE FCC was characterized as possibly "falling down on its job" in its function of seeing that telegraph service is adequate and efficient by Chairman Bulwinkle (D-N. C.) of the House Subcommittee on Interstate Commerce, handling the so-called telegraph merger bill after American Communications Assn. President Joseph P. Selly had charged the telegraph companies with many defects and delays in service in recent years.

The remark of Rep. Bulwinkle came at the closing session last Thursday of a three-day hearing on the Senate-passed bill which would permit the merger of Western Union and Postal Telegraph. FCC Chairman James Lawrence Fly, together with the chief executives of the domestic and international telegraph companies, during the sessions, had urged speedy enactment of the measure by Congress. The FCC early this month ordered an investigation into telegraph service.

FOOTBALL GAMES at Fordham will be broadcast exclusively by WJZ, New York, under a contract which covers the coming football season.

WANTED AT ONCE

WORN-OUT G-E TRANSMITTING TUBES

BECAUSE there is a shortage of strategic metals used in transmitting tubes for civilian uses, and because military needs are great, General Electric is now salvaging these metals from worn-out tubes of 250-watt plate dissipation or over. Such metals will be reclaimed for new tubes, and in this way it is hoped to make more tubes available for broadcasting and other nonmilitary uses. Of course, military needs come first.

Will You Help? Send us—via express collect—your retired transmitting tubes of 250-watt plate dissipation and larger. If you do not have proper cartons, let us know the types of tubes and the quantity, and we'll send the cartons to you.

Credit—Because of the high cost of salvaging materials and the added cost of shipping, it is impossible to give credit on all tubes returned. Regular credit will be granted on those tubes that ordinarily have a return credit value. These include GL-862 and GL-898, and the radiator credit on GL-891R, GL-892R, GL-893R, and GL-8002R.

How to Ship—Mark the cartons and shipping papers "Defective apparatus for salvaging," and ship by express, collect, to General Electric Company, Radio, Television, and Electronics Department, Schenectady, N. Y.

GENERAL ELECTRIC

Network Accounts
All time Eastern Wartime unless

New Business

FISHER FLOURING MILLS Co., Seattle (waffle flour), on Aug. 6 starts for 13 weeks participation in *Breakfast At Sardi's* on 13 BLUE Pacific Coast stations, Thursday, 9:30-10 p.m. (PWT). Agency: Pacific National Adv., Seattle.

MENNEN Co., Newark (shave products), on Aug. 13 starts *Bob Garred Reporting* on 6 CBS network stations, Tues., Thurs. and Sat. at 7:30-7:45 a.m. (PWT). Agency: Russel M. Seeds Co., Chicago.

CONTI PRODUCTS, Brooklyn (soap and shampoo), on July 26 started newscast by Walter Compton on 7 MBS stations, Sun., 10:45-11 a.m., with broadcast on 4 MBS stations at varying times. Agency: Bermingham, Castleman & Pierce, N. Y.

ROMA WINE Co., Lodi, Cal. (Cella and La Boheme wines), on July 27 starts for 52 weeks, *Phil Stearns*, newscaster, on 16 Don Lee-California stations, Mon. thru Fri., 6:15-6:30 p.m. (PWT). Agency: McCann-Erickson, San Francisco.

STERLING PRODUCTS, Wheeling (Dr. Lyons toothpaste, Bayer aspirin), on Aug. 3 starts *Second Husband* on 41 CBS stations, Mon. thru Fri., 11:15-11:30 a.m. Agency: Blackett-Sample-Hummert, N. Y.

STERLING PRODUCTS, Wheeling (Dr. Lyons toothpowder) on Aug. 3 starts *Amanda of Honeymoon Hill* on 41 CBS stations, Mon. thru Fri., 10:30-10:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

Renewal Accounts

SPERRY FLOUR Co., San Francisco (flour), and General Mills Inc., Minneapolis (Wheaties), on Aug. 10 renew for 52 weeks *Sam Hayes News*, Mon. thru Sat., 6 NBC Pacific Coast stations (KFI KFI KGW KOMO KHQ KMJ), 7:45-8 a.m. (PWT). Agencies: Westco Adv. Co., San Francisco, and Knox-Reeves Adv., Minneapolis.

RICHFIELD OIL Co., Los Angeles, on Aug 9 renews for 52 weeks *Richfield Reporter*, Sun, thru Fri., on NBC Pacific Coast stations (KFI KPO KGW KOMO KHQ KMJ), 10-10:15 p.m. (PWT), and 4 NBC Ariz. stations (KYUM KTAR KGLU KVOA), 10:30-10:45 p.m. (MWT). Agency: Hixson-O'Donnell Adv., Los Angeles.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory Snow, Dreft), on Aug. 26 discontinues Shirley Temple in *Junior Miss* on 70 CBS stations, Wed., 9-9:30 p.m. Agencies: Benton & Bowles on Ivory Snow, and Blackett-Sample-Hummert for Dreft, both N. Y.

ANACIN Co., Jersey City (headache remedy), on July 31 discontinues *Just Plain Bill* on 119 BLUE stations, Mon., thru Fri., 11:45 a.m.-12 noon (repeat, 2-2:15 p.m.). Agency: Blackett-Sample-Hummert, N. Y.

AFFILIATED PRODUCTS, Jersey City (Edna Wallace Hopper cosmetics), July 31 discontinues *John's Other Wife* on 119 BLUE stations, Mon. thru Wed., 11:30-11:45 a.m. (repeat, 1:45-2 p.m.). Agency: Blackett-Sample-Hummert, N. Y.

WYETH CHEMICAL Co., Jersey City (Hill's cold tablets), on July 31 discontinues *John's Other Wife* on 119 BLUE stations, Thurs. and Fri., 11:30-11:45 a.m. (repeat, 1:45-2 p.m.), Agency: Blackett-Sample-Hummert, N. Y.

E. I. DU PONT DE NEMOURS Co., Wilmington, Del. (institutional), on July 27 shifts rebroadcast of *Cavalcade of America* for Mountain and Pacific Coast areas from 10:30-11 p.m. to 11:30-12 a.m. Agency: BBDO, N. Y.

LADY ESTHER Co., Evanston, Ill. (cosmetics), on July 27 shifted *Lady Esther Serenade* on 65 CBS stations from Mon. 10-10:30 to 9:30-10 p.m. Agency: Pedlar & Ryan Inc., N. Y.

GENERAL MILLS, Minneapolis (Cheerioats), on July 27 replaced *Harvey & Dell* on 31 CBS stations Mon., Tues., and Wed. 9:45-10 a.m., with *Hymns of all Churches*. Agency: Blackett-Sample-Hummert, Chicago.

NAT WOLFF, Hollywood liaison officer radio division of the OWI, is currently in Washington for conferences with William B. Lewis, head of that division. He will also supervise two Victory Parade broadcasts from New York before returning to his West Coast headquarters.

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Progressive NBC affiliate—Has opening for experienced announcer capable of handling turn tables and studio controls. Prefer southern voice. Send voice recording and complete letter immediately. WSAV, Savannah, Ga.

AS A RESULT OF SELECTIVE SERVICE WE NOW NEED THE FOLLOWING MEN: ANNOUNCER—Commercial-news-sports. One who in addition to regular commercials can give news and play-by-play sports, particularly basketball and football, as we carry heavy schedules on these two sports. **ENGINEER**—With first class license. Ideal working conditions. **SALESMAN**—With thorough knowledge of radio and how to intelligently present it to a large clientele. Must have a car. Will be given number of basic accounts to start with. Drawing account against commissions. **WE NEED THE ABOVE THREE MEN IMMEDIATELY.** Please write in full, giving complete details, age, experience, draft status and salary desired. Jack Falvey, Manager Radio Station KBIZ, Ottumwa, Iowa.

Complete Station Personnel—For America's newest station . . . Mutual affiliate . . . Address inquiries to T. W. Aydlett. General Manager, Portsmouth Radio Corporation, Portsmouth, Virginia.

Advertising salesman—New England radio station needs aggressive salesman to take over established list of accounts, mostly one-minute spots. Permanent employment, large market. State age, draft status and salary expected. Good voice would increase earning power, exceptional opportunity for right man. Box 685, BROADCASTING.

Combination Salesman and Announcer—Must be good at both. Give full particulars and salary expected first letter. Blue Network Affiliation. Write KMLB, Monroe, Louisiana.

CONTINUITY, YOUNG LADY—Experienced writer able to handle commercial continuity and spots, regional station. Mike voice desirable but not essential. Box 686, BROADCASTING.

ANNOUNCER—Must have network experience. Send transcription, photo, references, and draft status to Program Director, WOL, Washington, D. C.

Staff Announcer—For local Virginia station. Write Box 689, BROADCASTING.

Western 5-Kw station—Has opening and permanent job for salesman with Mutual network station experience who can create and sell. Give experience and salary expected in answer. Box 678, BROADCASTING.

ANNOUNCER-ENGINEER—First class license preferable. Progressive small Southern Station. Good pay for short week. Box 683, BROADCASTING.

Engineer—For RCA equipped, Mid-West network station. Must have transmitter, maintenance and operating experience. Good salary . . . chance for advancement. Submit full details including experience, reference, draft status, picture. Box 681, BROADCASTING.

Girl Operator—Second class license. Also A1 engineer. Southern network. Box 682, BROADCASTING.

Transmitter Engineer—Endorsed permit or better. Salary depends on experience. WISR, Butler, Pa.

RECORDING ENGINEER—For well equipped independent recording studio. Must know everything about recording. Permanent position immediately. United Broadcasting Co. 201 N. Wells St., Chicago.

ENGINEERS—If you are experienced in studio, remote and portable recording work, have low draft classification, and would like to be associated with KMBC, write A. K. Krahl, KMBC, Kansas City, Mo., detailing training and experience. State starting salary required.

Situations Wanted

Operator—Experienced in operation of 5 kw. Have well trained voice. Box 675, BROADCASTING.

ANNOUNCER—Sports preferred. Five years all 'round experience. Now employed at network station. Desires change. Best of references. Box 684, BROADCASTING.

$3500 per year—And a two year contract will obtain the services of a college trained broadcast technician with ten years of broad experience. Box 679, BROADCASTING.

Experienced and well qualified—Chief engineer, general manager or combination engineer manager, draft exempt and experienced in short wave as well as broadcast operations, desires responsible, well paying position with successful regional or clear channel station. Box 677, BROADCASTING.

Announcer—Eight years' experience. Deep, well trained voice. Twenty-six. Draft exempt. Box 674, BROADCASTING.

Engineer—Experienced. Prefer responsible job small station. Married. Draft Deferred. First class license. Box 680, BROADCASTING.

FIRST CLASS OPERATOR—Young, experienced, draft exempt. Desires position in a progressive station with chances for advancement. Box 690, BROADCASTING.

PRODUCER—Experienced as program director, writer, adapter. Specialize in dramatic and variety shows. Six years in radio. Employed. Draft exempt. Box 671. BROADCASTING.

Continuity Director—Three years major station Continuity Director, plus three years copywriter 4A agency. Draft class 3-A. Box 670, BROADCASTING.

Chief Engineer—Desires change. Experienced, responsible. Prefer Midwest or West. Box 691, BROADCASTING.

High type—Young station executive wants better opportunity. Now managing small local. Experienced all phases of industry. College graduate. Draft status secure. Box 692, BROADCASTING.

AT LIBERTY—PROGRAM DIRECTOR—Well rounded background. Twelve years' experience. Two networks. Draft exempt. Prefer New England or Southeast. Will go anywhere. Name salary in first. All queries answered. Box 693, BROADCASTING.

Wanted to Buy

Used Portable Recorder—State price, make, model and condition. Box 688, BROADCASTING.

One RCA B or BX type microphone and two 828 type tubes. WSBA, York, Pennsylvania.

5 kw or 1 kw—Modern used transmitter. Must be bargain for quick sale and cash. Box 672, BROADCASTING.

For Sale

Latest type 5KW Collins Transmitter—Complete with extra tubes and control console. Available September first. KPAS, Pasadena, California.

Miscellaneous

ANY person or firm interested and able to **sell a sure-fire** "air-tested" children's show—a good deal awaits. Write Box 694, BROADCASTING.

FOR RENT—Field intensity meters and r-f bridges. VICTOR J. ANDREW COMPANY, 363 E. 75th STREET, CHICAGO, ILL.

BOOK MANUSCRIPTS WANTED—MERITORIOUS works of public interest on all subjects. Write for free booklet. MEADOR PUBLISHING CO., 324 Newbury Street, Boston, Mass.

Wanted to Rent—Field strength meter. Box 687, BROADCASTING.

KIT FOR BOND SALES

Advertising Council Sending Sponsorship Tieups

SAMPLE RADIO announcements supporting the War Bond Payroll Plan are included in the promotion kit now being sent by the Advertising Council to advertisers, their agencies and the various media as the first material in a continuing promotional campaign conducted by the council for the Treasury Dept.

The suggested radio tieups contain blanks which can be filled by the sponsor to call attention to local posters and billboards.

The kit was prepared by members of the council and Advertising Federation of America in cooperation with the Treasury's promotional staff.

DR. E. C. WILLIAMS, vice-president and director of research of General Mills Inc., has resigned to become vice-president and chemical director of General Aniline & Film Corp.

NBC Script Published

COMPLETE SCRIPT for last week's broadcast of *Dear Adolf* on NBC was published in *Life* magazine, which appeared on the stands two days before the program. The letter "from a soldier" was published so that listeners might follow the broadcast word by word. Mail requests for copies of previous programs have come from all parts of the country. Private William Holden, former movie star, read the letter on NBC.

WANTED

A major market station needs a versatile, experienced musical-clock announcer who is draft exempt. Liberal salary plus commission. Please send biography immediately to

Box 673, BROADCASTING

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

PAUL F GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N.J.
MO 2-7859

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

A. EARL CULLUM, JR.
Consulting Radio Engineers
Highland Park Village
Dallas, Texas

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
Silver Spring Md.
(Suburb, Wash., D. C.)
Main Office:
7134 Main St.
Kansas City, Mo.
Crossroads of the World
Hollywood, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N.Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

BROADCASTING
for
RESULTS!

Simplified Format Adopted by MBS For Rate Revision

Use of all 204 Stations on Network Is Basis of Plan

A NEW SYSTEM of frequency and volume discounts designed to "make it irresistible for advertisers to use all 204 MBS stations" is presented by MBS Rate Card No. 10, dated Aug. 1, which was explained to the advertising press at a luncheon given by the network at the Hotel Astor, New York, last Thursday.

Revamping its previous volume discount plan, MBS now offers to advertisers using 56 or more stations, instead of the 80-station minimum formerly required, frequency discounts ranging from 20% for 13 times to 50% for 260 times, and in addition offers further discounts for networks of more than 100 stations, enabling advertisers to earn maximum discounts of 50% for stations in its basic "A" markets, 60% for supplementary stations in "B" markets, of 30,000 population or more, and 75% for supplementary stations in "C" markets, of less than 30,000 population.

Large Hookup

Explaining why, with MBS billings for the first half of this year 79% ahead of 1941, the network's previous peak year, it should increase its discounts, Robert A. Schmid, MBS sales promotion director, said that the largest commercial MBS hookup included only 128 of the total 204 stations and that this new plan was conceived to encourage advertisers to use all MBS outlets on a "the more you buy the more you save" basis.

Pointing out that only 42 "A" market stations are required for users of the volume plan and that the other stations may be selected individually and not in pre-set regional groups, Mr. Schmid said that for the first time advertisers buying stations in "B" and "C" markets can earn extra discounts not merely on these stations but on the major market stations as well, the larger stations contributing to encourage the inclusion of the smaller ones by Mutual advertisers.

Stations allowing discounts of 75% still receive payment comparable with that of affiliates of other networks offering much smaller discounts to clients, he said, because of the MBS method of non-profit operation which turns the full advertising income over to the stations, with only actual expenses deducted.

Simplified Format

Set in a new, simplified format, the rate card lists the MBS stations in three columns by "A," "B" and "C" markets. Only the base rate for an evening hour, one time, is shown, but an accompanying table gives the percentages of this base rate for other periods, from 20% for five minutes to 80% for 45 minutes.

These full evening rates apply from 6 to 10:30 p.m. Periods between 10:30 and 11 p.m. and from noon to 6 p.m. on Sunday are priced at ⅔ the base rate; 8 a.m. to 6 p.m. daily and 8 a.m. to noon Sunday and ½ the evening rate, and 11 p.m. to 8 a.m. ⅓ the evening rate.

In addition to the discounts under the volume plan, the card also lists standard discounts for advertisers using from two to 55 stations. These discounts range from 5% for 13 times to 25% for 260 times. Both frequency discount tables have 26-time rates, an exclusive MBS feature, Mr. Schmid stated. All discounts include 2 points which are earmarked as cash discounts and which are dependent on full payment of bills by the 12th of the month following.

With the BLUE and CBS already offering special package prices for full network users and with NBC expecting to have a similar plan ready for presentation this week, network advertisers are now assured that their costs for time will not be increased this year, at least.

Campbell Soup Starting

CAMPBELL SOUP Co., Camden, N. J., is lining up a half-hour program, details of which are unavailable, to promote its new concentrated soups in the 9-9:30 period Sundays on CBS. This spot is the first half-hour of the *Fred Allen Show*, which has been cut to a half-hour for the summer replacement and which will continue in the 9:30-10 p.m. period this fall when Allen returns to CBS Oct. 4 for Texas Co. The Campbell agency is Ward Wheelock Co., Philadelphia. Buchanan & Co., New York, handles the Texas account. All canned soups are now prepared under new concentration formulas by WPB order.

HEAT TURNED ON FOR NURSE DRIVE

TO AID in recruiting the nation's 70,000 registered graduate nurses for Army and Navy duty, the American Red Cross is calling upon all stations for their cooperation in a two-week drive beginning July 27. To bolster the Red Cross request for station cooperation the Office of War Information has given the campaign the top AA rating.

Since Pearl Harbor, combined need of the Army and Navy has been 1,500 per month. Now with likelihood of a second front and the increased size of their forces, the need has doubled. The Red Cross is leading this campaign as official recruiting agency for nurses.

The Red Cross explained it is necessary to maintain a backlog to meet nursing demands. At present it is able to meet these demands but the increased program requires an enlarged reserve list.

Until now, the Red Cross has approached radio stations on a voluntary basis—use if you can. This new program, through OWI aid, has become a virtual "must".

In the current issue of the *NAB Bulletin*, a letter from Paul V. McNutt, chairman of the Federal Security Agency, is reproduced praising the radio industry for its recruiting of student nurses.

New Blue Division

A LITERARY RIGHTS division has been set up by BLUE, with Edmund Stevens taking charge in addition to his regular duties as chief of the BLUE script division. Stevens is an actor and director of 15 years' standing on the English and American stage, screen and radio.

CANADIAN Government's Dept. of War Services, Ottawa, for its salvage committee, has started an intensive drive for scrap iron and scrap steel addressed to the Western Canadian farmer, and is using three live paid spot announcements daily on 30 western Canadian stations. Account was placed by R. C. Smith & Son, Toronto.

Drawn for BROADCASTING by Sid Hix.

"I Don't Care How Busy You Are, Mr. Jones! Nobody Can Call Me That!"

Army Investigates Tinney's Comment

MBS Commentator on Carpet For Post Exchange Crack

ACCUSATIONS that Army officers received profits of Army post exchanges, made by Cal Tinney in his broadcast of July 17, brought sharp criticism from the War Dept. and a possibility of further investigation of the commentator heard on MBS for the Bayuk Cigars, Philadelphia (Phillies Cigars).

In his broadcast Tinney allegedly, declared that "these exchanges are run by the Army and the profits from them is spent by the Army officers on themselves." He went on to declare that, whenever "the soldier boy spent a dollar at the post exchange in April, he got 87 cents worth of goods and put 13 cents in which you might call the 'Officer's Kitty'." Tinney further asserted that money from the exchanges was spent on officers' parties — "maybe a beer party."

Apologies Offered

At the press conference of Secretary of War Stimson last Friday, it was stated by Maj. Gen. Alexander D. Surles, Army director of public relations, that Tinney, accompanied "by his sponsor's advertising manager and officials of the network," had appeared in his office Thursday. Apologies were made for the broadcast, Gen. Surles said, and Tinney admitted a "grave error." Gen. Surles, however, stated that the matter was not at an end and that a "thorough" investigation of the matter would be made.

It is understood Neal D. Ivey, president of Ivey & Ellington, agency handling the Phillies account, appeared with Tinney in Gen. Surles office, along with Fred Weber, MBS general manager. It is also reported that Alfred J. McCosker, MBS chairman of the board, conferred with Army officials last Friday on the matter.

Previous to Tinney's appearance in Gen. Surles office, it was indicated the commentator might face prosecution for his broadcast.

618 STATIONS SELL BONDS AS AGENTS

ALREADY 618 stations have accepted the Treasury Dept. call for stations to become issuing agents for war bonds, according to the Treasury. Secretary Morgenthau and Vincent Callahan, director of radio and press for the war savings staff are still receiving telegrams from other stations agreeing to sell War Bonds direct to listeners.

This sales program was formally opened July 23 with a special program by stations throughout the country, already authorized as agents. The program included a special ten-minute transcribed address by Secretary Morgenthau. He congratulated the industry on its cooperation in the past. He also lauded acceptance of the new assignment.

XUM

KWIK KWIZ

for Sales-Seeking Sippers . . .

K_ _ _ _ _

M_ _ _ _ _ _ _

B_ _ _

C_ _ _ _ _ _ _ _

THIS round is on us . . . for frankly, we're intoxicated with the knowledge that we lead all other Kansas City stations by all nine standard measures of broadcasting superiority. For example, we are first in Kansas City listening audience more often than any other station . . . we carry the full basic schedule of CBS—by impartial surveys, Kansas City's favorite network . . . we are first in volume of national spot business . . . first in production, promotion and public service. So it goes. As a connoisseur of broadcasting as well as beverages, you'll be convinced by your first taste of KMBC that this is the prime vintage advertising medium of the Midwest. A toast, gentlemen, to your success on the "9 Ways the Winner" station!

KMBC

OF KANSAS CITY

FREE & PETERS, INC. CBS BASIC NETWORK

THE ANSWERS

K IS KUMMEL
M IS MUSCATEL
B IS BEER
C IS CHAMPAGNE